fm 1690

Fairchild Radio
加拿大中文電台

Media Kit & Rate Card

RADIO ADVERTISING OPPORTUNITIES
REACH YOUR TARGET AUDIENCE

Connect . Engage . Grow

Effective on May 4, 2026

Introducing Metro Vancouver's #1 Chinese Media Platform

Company Overview

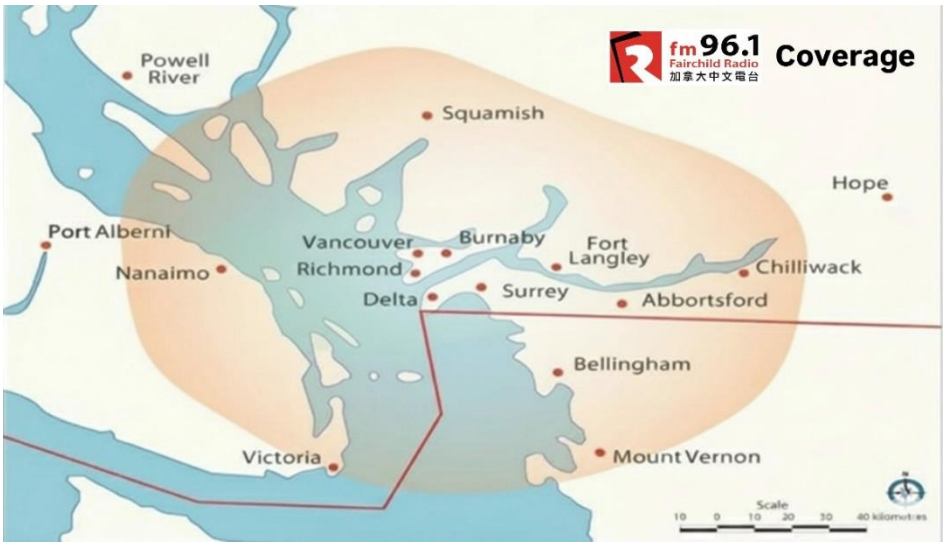
Founded in 1993, Fairchild Radio leads Canada's national multicultural radio network with stations in Vancouver, Calgary, and Toronto. FM96.1 delivers over 150 hours of weekly programming in Cantonese, Mandarin, and 20+ languages, reaching nearly 9-in-10 weekly listeners among Vancouver's Chinese radio audience.

As Canada's only national multicultural broadcaster, Fairchild Radio has established an unmatched reputation for quality programming, community engagement, and proven advertising results.

Our Mission

Connect businesses with Metro Vancouver's vibrant Chinese Canadian community through superior audio, engaging events, and integrated multimedia solutions that drive measurable, lasting results.

Fairchild Radio Coverage in Lower Mainland, BC



Market Opportunity

Market Size & Reach

- **512,000+** (**19.4%** of population**)** Chinese Canadian residents in Metro Vancouver
- **417,000+** speak Chinese as mother tongue

  * Statistics Canada, 2021 Census of Population

Why FM96.1 Delivers Superior Results

Market Dominance

- **88%** of Chinese radio listeners tune to Fairchild Radio
- Nearly **9-in-10 weekly reach** among Chinese audio audiences
- **#1 Chinese media outlet** in Canada by audience scale

  * Fairchild Media Group Chinese Canadian Media Consumption Research 2018 GVA Report

Listener Profile

Fairchild Radio audiences demonstrate distinct economic strength and high engagement:

- **62%** of FR listeners have household incomes between **$75k–$100k**
- **78%** of the 35–54 age group actively listens to audio programming
- **60%** of 18–34 and 55+ age groups engage with audio content

Listeners are **loyal, high-value consumers** with strong disposable income

Digital Engagement

Fairchild Radio engages with listeners across multiple platforms, including FR APP, website, Facebook, Instagram, YouTube, WeChat

- **121K+** Monthly live-stream sessions on FR APP
- **59K** Monthly archive streams (on-demand) on FR APP
- **80k** Monthly website visits
- **217k** Monthly ad banner impressions

Community Events & Sponsorships

- Fairchild Radio strengthens advertiser visibility through signature community events: **Chinese New Year Gala, Sunshine Nation, Little Sunshine, DJ Training Course, Elections Forum, Song-Writers Quest, etc**
- These events amplify sponsor exposure, build brand loyalty, and create authentic connections with the community.

Fairchild Radio
加拿大中文電台

Rate Card

				15 sec	20 sec	30 sec	45 sec	60 sec
Mon- Fri	Breakfast	6:00 am -11:00 am	Cantonese	$60	$69	$90	$120	$138
	Drive	3:00 pm - 5:30 pm	Cantonese					
	Drive	5:30 pm – 8:30 pm	Mandarin					
Mon - Fri	Day	11:00 am - 3:00 pm	Cantonese	$47	$54	$70	$93	$111
	Evening	11:00 pm - 12:00 am	Mandarin					
Sat – Sun		6:00 am – 3:00 pm	Cantonese					
		3:00 pm – 7:00 pm 10:00 pm – 12:00 am	Mandarin					
Mon – Fri, Sat, Sun	Midnight	12:00am – 6:00am	Cantonese / Mandarin	$20	$23	$30	$40	$48
International Programs								
Mon – Fri		8:30 pm – 11:00 pm		$50	$58	$75	$100	$120
Sat, Sun		7:00 pm – 10:00 pm						

- **Commercial production:**
  - $125 flat fee for any spot up to 60 seconds
    - includes script writing, translation, and up to 2 voice-over announcers.
  - Each additional announcer: $30 per script.
- **Placement surcharges:**
  - Preferred hour rotation (within a 2–3-hour window): +10%.
  - Specific hour rotation (within a 1-hour window): +20%.
  - Fixed time (exact time): +25%.
- **Frequency discounts (per station, over 12 months):**
  - Spend $10,000–$24,499: 5% discount at end of contract.
  - Spend $25,000 or more: 10% discount at end of contract.
  - If the client ends the contract early, the station may reclaim any discounts given.
- **Copyright fee:**
  - Station owns all in-house productions.
  - Using the production on other platforms or stations: $300 copyright fee.
- **Cancellation policy:**
  - Minimum 7 days written notice required for any cancellation or order changes.

Fairchild Radio
加拿大中文電台

Program Sponsorship

Cantonese			Mandarin		Cost per episode
Mon-Fri	Breakfast Drive	6:00 am – 11:00 am 3:00 pm – 5:30 pm	Mon-Fri Drive	5:30 pm – 8:30 pm	$105
Mon-Fri Sat & Sun	Day	11:00 am – 3:00 pm 6:00 am – 3:00pm	Mon-Fri Evening Sat & Sun	11:00 pm – 12:00 am 3:00 pm – 7:00 pm 10:00 pm – 12:00 am	$90

- Each episode includes:
  - One 5-second intro, one 5-second extro, and one 30-second attached commercial spot.
- Minimum booking is **4 consecutive weeks**.
- Frequency specials (single-language sponsorship only):
  - 26 weeks: choose either 5% off or 2 weeks free bonus.
  - 52 weeks: choose either 10% off or 5 weeks free bonus.
- Sponsorship limits & priority:
  - Only one sponsor is allowed per program.
  - Sponsorship positions are sold on a first-come, first-served basis.
- Cancellation policy:
  - Bookings can be cancelled without penalty with at least 2 weeks' advance notice.
  - If the client ends the contract early, the station may reclaim any discounts given..

Fairchild Radio
加拿大中文電台

Infomercial Segment

Cantonese Cost Per Segment		
Available Monday to Friday		
7:56a, 9:26a, 3:55pm	3-min	$ 260
2:54p, 1:55p	5-min	$ 260
9:56a, 10:16a	3-min	$ 230
11:16a	3-min	$ 210
Available on Saturday only		
9:26a, 1:55p	3-min	$ 200

Mandarin Cost Per Segment		
Available Monday to Friday		
6:02pm	3-min	$ 260
7:02pm	3-min	$ 230

**All Segments are available in Fairchild Radio APP's Archive after broadcasting for limited time.*

- Each infomercial segment includes: **1 x 5-sec intro & 1 x infomercial segment**.
- Station will provide 1 x on-air personality and 1 x infomercial segment production for each infomercial segment.
- Booking has to be made **5 working days** prior to broadcast day.
- All segments are pre-taped and to be aired within 1 week.
- Cancellation of bookings without penalty is subject to 2-week advance notice.
- Station reserves final decision on contents, schedules, formats of all infomercial segments.
- The station has the sole right to select the presenter(s) and guest(s) of the Programming Department.
- A disclaimer will be tagged to the end of the segment. Disclaimer wording: the content of the infomercial is provided by the advertiser. If you require any further information, please contact the advertiser directly.
- Fairchild Radio owns the copyright of all segments produced in-house and copyright fee of **$300** will be charged if the client wishes to use the segment elsewhere.

One Week Infomercial Package

Client has the option to buy a spots package at **$1,800 (35 spots**) with **minimum purchase of five infomercials** (price varies depending on the time slots chosen) within a week.

- Spots package include 35 x 30-sec Rotational Spots (15 x Breakfast/Drive, 15 x Day/Evening/Sat/Sun, 5 x Midnight, and 1 x production - original value: $2,675).
- Total cost of infomercial package would be five infomercials plus $1,800 spots package.
    - (Example: 5 of 7:56am infomercial at $260 each + $1800= $3,100)
- Client can choose infomercials from different available time slots. All spots and infomercials must be scheduled the same week and cannot be transferred to another language.

Fairchild Radio
加拿大中文電台

Remote Broadcast Package

Package Cost	1-min RB cut-ins (every 15 min)	30-sec Pre-Promotional Spots	House Promo (15-sec rotational)	Note
4-hour RB Combo (live) **$5,500** **2 hr in Cantonese & 2 hr in Mandarin** **(only available on Sat or Sun)**	16 x 1-min (8 in Cantonese, 8 in Mandarin)	70 x 30-sec 25 x BR/DR, 40 x DA/EV/SA, 5 x MI	25 x 15-sec	4 x RB hosts (2 x Cantonese & 2 x Mandarin) 2 x 30-sec Production (and two updated version) Option: Add 1 hour RB (4 x 1-min cut-ins) for $500
4-hour RB (live) **$ 4,600** **Choose 4 hours in Cantonese or Mandarin**	16 x 1-min	50 x 30-sec 18 x BR/DR, 29 x DA/EV/SA, 3 x MI	20 x 15-sec	2 x RB hosts (Cantonese or Mandarin) 1 x 30-sec Production (and one updated version) Option: Add 1 hour RB (4 x 1-min cut-ins) for $500
3-hour RB (live) **$ 4,000** **Choose 3 hours in Cantonese or Mandarin**	12 x 1-min	40 x 30-sec 13 x BR/DR, 24 x DA/EV/SA, 3 x MI	14 x 15-sec	2 x RB hosts (Cantonese or Mandarin) 1 x 30-sec Production (and one updated version)
2-hour RB (live) **$ 3,300** **Choose 2 hours in Cantonese or Mandarin**	8 x 1-min	35 x 30-sec 12 x BR/DR, 20 x DA/EV/SA, 3 x MI	10 x 15-sec	2 x RB hosts (Cantonese or Mandarin) 1 x 30-sec Production (and one updated version)
Add-On	RB post on FR's Facebook scheduling prior to the RB Cost: $388 (production is designed by Fairchild Radio with focus on remote information)			

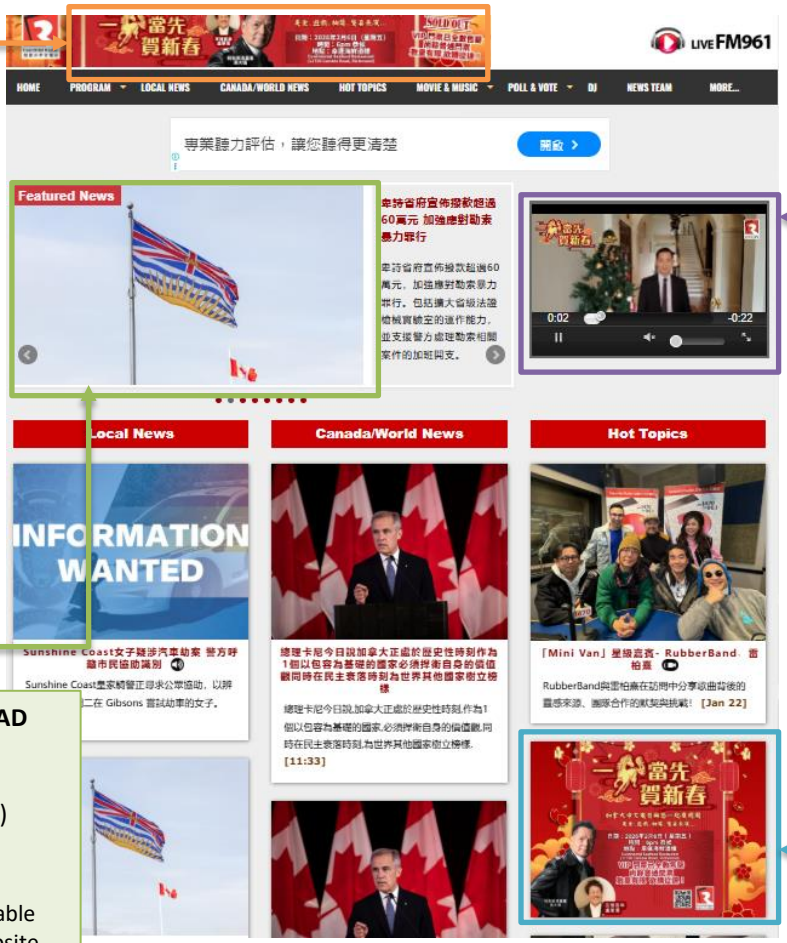
- Cancellation charge:
  - 50% of package price will apply if cancellation is made less than 2 weeks prior to RB day
  - Full package price will apply if cancellation is made less than 1 week prior to RB day
- Positions for remote broadcast are sold on a first-come-first-serve basis.
- 30-sec pre-promotional spots and house promo will be scheduled 5 days prior to the remote.
- RB House Promo is designed by Fairchild Radio with focus on remote information.
- 2-hr RB and 3-hr RB are subject to pre-emption by 4-hr or 4-hr combo remote broadcast based on airtime availability. Please consult with your Fairchild Radio representative for details.
- BR=Breakfast, DR= Drive, DA=Day, EV=Evening, SA=Saturday, SU=Sunday

Fairchild Radio
加拿大中文電台

ADVERTISING ON FAIRCHILD RADIO WEBSITE

TOP BANNER AD
首頁置頂廣告
$500/week
575 (w) x 110 (h)

Only **one** unit is available
Hyperlink to your website
Max. 2 weeks for every 4 weeks



VIDEO WINDOW
視窗廣告
$500/week
1920 (w) x 1080 (h)

Only **one** unit is available

SLIDING BANNER AD
首頁輪播廣告
$400/month
960 (w) x 550 (h)
(2nd slide only)

Only one unit is available
Hyperlink to your website

BANNER AD 廣告格子
$300/month
1600 (w) x 1200 (h)
(rotational)

- Add $20/unit for the 2nd position from the top news category. (Choose “Local News”, “National News” or “Hot Topics”)
- Hyperlink to your website
- Banner ads are inserted between the news stories. Positions are first come first served and are subject to change.

Terms & Condition:

- Material Deadline: **2 weeks** before launch date.
- Contents/artworks/pictures are subject to approval before acceptance or posting.
- No product exclusivity.
- Advertisement position selections are sold on a "first come, first served" basis.

Web/APP Banner/Slider (Non-animated):

- Please provide the ad in **jpeg** file format with ***hyperlink*** to your webpage.
- In case ad design service is required, FR can provide basic design service by using logo, graphic and text provided by advertisers. Please allow minimum of 5 working days if such service is needed. Production cost is **$150** per banner ad.
- No animation available at this time.

Video Window (Web only):

- Please provide the video in **MP4** / **H264** format with ***hyperlink*** to your webpage.
- Video production services are not available for video window ad.

Fairchild Radio
加拿大中文電台

ADVERTISING ON FAIRCHILD RADIO APP

OPENING PAGE
BANNER AD
開啟頁面全版廣告
$500/week
1280 (w) x 1600 (h)

- Only one unit is available
- Hyperlink to your website
- Max. 2 weeks for every 4 weeks

Banner Ad 廣告格子
$300/month
1600 (w) x 1200 (h) (rotational)

- Add $20/unit for the 2nd position from the top news category. (Choose “Local News”, “National News” or “Hot Topics”
- Hyperlink to your website
- Banner ads are inserted between the news stories. Positions are first come first served and are subject to change.

Fairchild Radio
加拿大中文電台

Proud to work with…

Empowering through diverse multimedia channels…

加拿大中文電台

FM961 fm961_page fairchildradiovan

www.fm961.com

Have questions or need the full terms and conditions?
Reach out to your sales representative or email to sales@fm961.com.