

PETERBOROUGH'S PLAYLIST



Media Kit

Durham Radio Inc.

PETERBOROUGH'S PLAYLIST



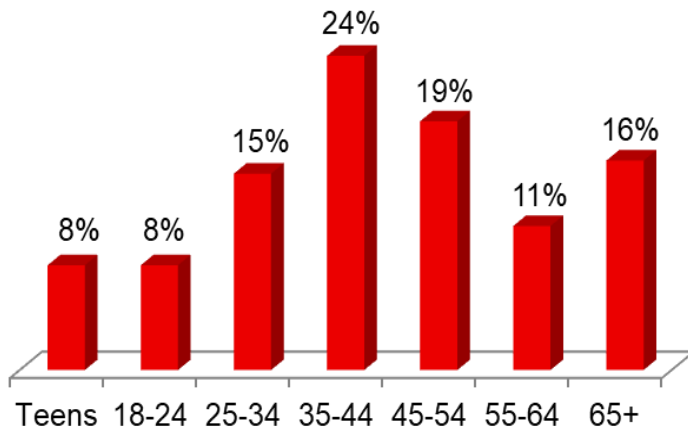
Who We Are

Peterborough's Playlist PETE 99.7" was launched with great fanfare on May 12, 2025 following the ownership changeover to Durham Radio Inc., owner of nine local radio stations in Ontario.

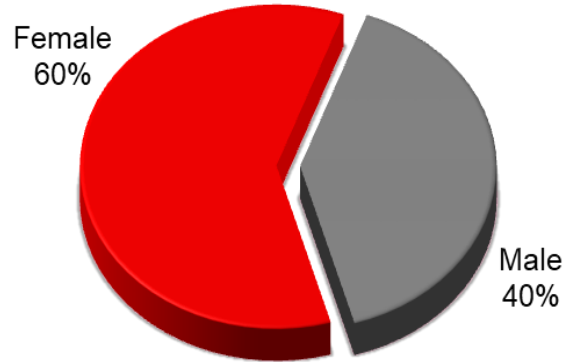
PETE 99.7 offers hot adult contemporary music spanning the past 25 years; a music library crafted and developed in consultation with the audience. The station prides itself on providing live and local radio programming for Peterborough and the surrounding communities.

PETE 99.7 is all about Peterborough news, weather, community information and entertainment. Mornings begin with Angela Rose & Brian Young, both long-standing Peterborough residents and local broadcast personalities. Peterborough broadcast veteran Craig Robertson hosts daytime, followed by long-time Peterborough personality Dani Guppy hosting afternoons, and Mike Carnevale behind the mic evenings and weekends. Together they bring value to local residents who crave a fun and engaging presentation!

Age



Gender



Education

No reply	High school	Some college/university	College/university graduate or higher
10%	15%	18%	57%

Household Income

No reply	<\$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000+
20%	11%	23%	23%	23%

According to the radioCount Apr/Spring 2025 results, CKPT-FM has a weekly reach of 19,179 listeners. These consumers spent 230,000 hours weekly tuning in to CKPT-FM.

Note: Station refreshed brand, programming, and on-air line up as of May 12, data does not reflect these changes.

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Weekday News Sponsorship

People rely on radio all day long for their news. The Durham Radio News team delivers more current, up-to-date local news than any other local news source.

Sponsorship of Pete 99.7 News, Monday to Friday, offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Sponsorship includes:

1 opening name credit daily

1 x 30 second commercial daily following the newscast

Total of 5 name credits and 5 x 30 second commercials weekly

Commercials rotate throughout 10 newscasts daily:

6:00 a.m. – 8:30 a.m. (on the half hour)

12:00 noon

4:00 p.m. – 6:00 p.m. (top of the hour)

Contact us for pricing

PETERBOROUGH'S PLAYLIST



Weekend News Sponsorship

People rely on radio all day long for their news. The Durham Radio News team delivers more current, up-to-date local news than any other local news source.

Sponsorship of Pete 99.7 News, Saturday to Sunday, offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Sponsorship includes:

5 opening name credits each weekend

5 x 30 second commercials following 5 newscasts

Total of 5 name credits and 5 x 30 second commercials weekly

Commercials rotate throughout 10 newscasts weekly:

Saturdays 7:00 a.m. – noon (on the hour)

Sundays 9:00 a.m. – noon (on the hour)

Contact us for pricing

Available to 2 sponsors only

PETERBOROUGH'S PLAYLIST



Weekday Weather Sponsorship

Everyone loves to talk about the weather! Pete 99.7 covers the weather in Peterborough and the surrounding area where the weather can vary from that of the neighbouring GTA.

Local residents want local weather and Pete 99.7 delivers!

Sponsored weekday weather reports air Monday to Friday from 9:00am. to 7:00pm. Your message is presented as the exclusive sponsor.

Sponsorship includes:

- 1 opening name credit
- 1 x 15 second commercial

Contact us for pricing

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Weekend Weather Sponsorship

Everyone loves to talk about the weather! Pete 99.7 covers the weather in Peterborough and the surrounding areas where the weather can vary from that of the neighbouring GTA.

Local residents want local weather and Pete 99.7 delivers!

Weekend sponsored weather reports air Saturdays from 7:00am to 1:00pm. Sundays they air from 9:40am to 3:00pm. Your message is presented as the exclusive sponsor. Sponsorships rotate through all weekend time periods. (Available in units of 4.)

Sponsorship includes:

- 1 opening name credit
- 1 x 15 second commercial

Contact us for pricing

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Community Updates

Three times daily, Monday through Friday, Pete 99.7 airs the Community Update, a quick summary of what is happening throughout the various communities in and around the Peterborough area.

The program airs at 8:40 am, 12:50 pm and 6:50 pm.

Each program consists of the following:

- an opening name credit
- community information (approx. 60 sec.)
- 15 second commercial

The Community Updates include information that is of interest to the community. Events listed generally include those of a non-profit or charitable nature happening in the listening area.

Sponsorship investment is \$15.00 per program based on running one of three daily for a minimum 13-week period.

Contact us for pricing

PETERBOROUGH'S PLAYLIST



3 HOUR REMOTE PACKAGE

Have your local station on location to help promote your business event!

Here's what you'll receive:

- 3 x 60 second live "cut-ins" per hour for 3 hours for a total of 9
- 30 x 30 second commercials during the week of your event
- 5 x 15 second promotional announcements per day for 3 days prior to your event for a total of 15
- On air talent on location for 3 hours
- Exposure on the Pete 99.7 website
- Plus lots of prizes and giveaways!

Contact us for pricing

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PETE 99.7 

Coverage Area

