

**THE ONLY ONLINE SOURCE FOR COMPLETE  
CFL, CIS AND CJFL COVERAGE**



**2012 MEDIA KIT**



CANADIAN FOOTBALL LEAGUE

Canadian Junior football league

CANADIAN INTERUNIVERSITY SPORT

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## Welcome to RougeRadio.com

RougeRadio.com is a weekly radio podcast that covers three main leagues of Canadian football, Professional (CFL), University (CIS) and Junior (CJFL). We also provide coverage of other amateur leagues across Canada.

As witnessed this past year from the tremendous audiences at the Grey Cup, Vanier Cup and Canadian Bowl, it is clear that football carries a special spot within Canadians. Whether it is the Pros, Universities, Junior leagues or even the little guys, RougeRadio.com wholeheartedly supports all levels of Canadian football and we are dedicated to seeing all leagues get the coverage that they deserve.

More and more people from across Canada are tuning into our weekly podcast because it's their only source for ALL of the important Canadian Football information, interviews and breaking news. We delve deep into the big stories, speaking with coaches, players and personalities inside the game to provide our listeners with informed insights from across the country. While there may be several websites that follow Canadian Football, only RougeRadio.com offers comprehensive coverage - from Junior to the Pros – together in one place. We offer one stop shopping for Canadian Football fans – and now you can too.

Whether tuning in to our website at work or at home, or listening to our podcast on the go from your mobile device, you can be sure your company will receive maximum exposure and value when advertising on RougeRadio.com.

While our name may be “old school”, RougeRadio.com proudly provides our listeners and advertisers, with the latest media platforms to tune in. We cater to the all audiences, launching our iPhone app in 2010 and our Android App in 2011, we compliment our weekly podcast found on iTunes.

In addition, our franchise continues to grow. Our website is visited by thousands of Canadians. We offer a league schedule tracker, interactive prediction pool, fan forums, blogs, videos and links to our fan pages on popular social media sites, including Facebook and Twitter. These tools will offer you additional opportunities to promote your company on a daily basis, to coincide with our weekly broadcast.

Please continue reading for more information on advertising opportunities with RougeRadio.com, including our two package options which will provide your brand with excellent exposure from coast-to-coast, along with great value too. We look forward to welcoming you to the RougeRadio.com family in our on-going efforts to support Canadian Football.

Jason Sperling  
Executive Producer

RougeRadio.com  
780-905-8259 | [advertising@rougeradio.com](mailto:advertising@rougeradio.com)



### Did you know?

- Print advertising is becoming more costly and takes longer to distribute
- With newer technology on television, consumers are watching less commercials
- Only 10% of Canadians listen to traditional talk radio
- 78% of Canadians are now online
- Our shows are always available on the internet and can be heard anywhere with an iPod, iPhone, Android or Blackberry
- Our commercials are cleverly built into the weekly shows to deliver your company's message to the listener

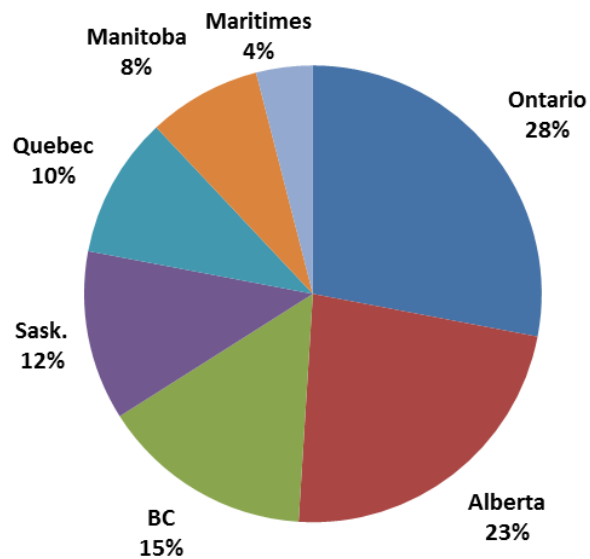
*We cover football teams in*  
**8 Professional cities**  
**26 University cities**  
**20 Junior cities**  
*These can be YOUR CUSTOMERS*

The word **rouge** is as Canadian as 3 downs or a double-double. Since we cover 100% Canadian football it seemed ideal of a name. There is no other league that has a **rouge** or even know what a **rouge** is. A **rouge** has been talked about many times and has almost been taken out of Canadian football. That would be wrong because a **rouge** keeps live end zones and makes Canadian football as exciting as it is today. **So we salute the rouge and its bright future!**

### Our Audience

- Over 13,000 listeners via iTunes
- Close to 3 million Canadians tuned in to watch the 2011 Vanier Cup in Vancouver on TSN and RDS.
- The CFL ON TSN saw significant growth in several key demographics with audience in the 18-34 demographic up 53% compared to 2010.
- Our website averages approximately 500 visitors per week and continue to increase
- Our shows have been downloaded on iTunes in over 50 countries around the world

Our 2011 Canadian listeners' breakdown by Canadian Province:





**A Few of our on-air Guests**



➤ Retired Montreal Alouette WR Ben Cahoon joined us for show 4



➤ On show 5 we talked with the #1 overall CFL Draft pick Henoc Muamba



➤ Montreal Alouette LB Diamond Ferri joined us on show 22



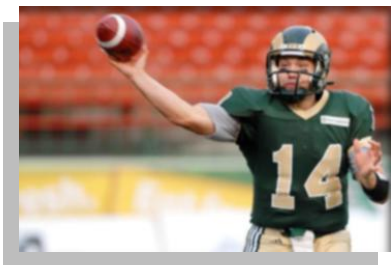
➤ CFL Hall of Famer Damon Allen joined us on show 21



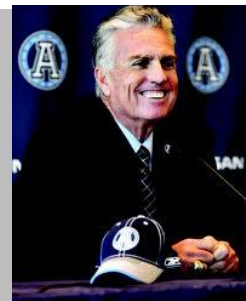
➤ Retired player and Sportsnet CFL analyst Adriano Belli joined us on shows 19 and 25



➤ University of Montreal Head Coach Danny Maciocia joined us for show 9



➤ Regina Rams QB Marc Mueller joined us on show 16



➤ 2010 Coach of the Year from the Toronto Argonauts Jim Barker joined us for show 3



➤ BC Lions DB Dante Marsh joined us for show 6



## Our Packages

### Touchdown package

**Where:** Your graphic advertisement or video would be featured on the top right of every page of the website and featured on the weekly broadcast. Plus the graphic would be on every download of iTunes including iPods, I-Phones, I-Pads and our popular Facebook page.

**Broadcast:** This package will include title sponsorship throughout the show, anytime RougeRadio.com is mentioned, example: RougeRadio.com show ## presented by (Your company), in addition to a 30-second advertisement in the middle of the broadcast.

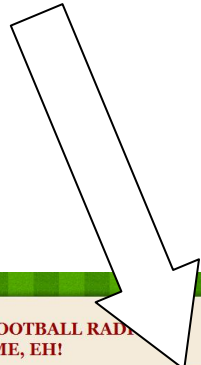
**Details:** This ultimate package will ensure your company is focused whenever a potential customer downloads and listens to the podcast or browses through the interactive web pages. Your high profile ad will be featured on I-Tunes, each I-pod screen and the media player.

YOUR AD WILL BE ON  
EVERY DOWNLOAD VIA  
iTunes



Cost (includes GST)
1 week = \$200
4 weeks anytime = \$600
Entire season = \$4,000

YOUR AD WILL BE ON  
EVERY PAGE ON  
RougeRadio.com





### Field Goal package

**Where:** Your graphic ad would be featured on the right side of every page other than the main page, which is reserved for the Touchdown advertiser. This area will have a maximum of 3 ads on this spot so it will not get lost and still stand out.

**Details:** This placement would allow your organization to be showcased in our interactive website.

Cost (includes GST)

1 week = \$50

4 weeks anytime = \$150

Entire season = \$1,000

**YOUR AD WILL BE ON EVERY PAGE OF RougeRadio.com (other than the main page)**