Radio Marketing
Component Guidelines
2024-2025

Eligible Activities

1. The Radio Marketing component funding is used to buy radio ads and promotional campaigns at radio; and to engage Canadian commercial radio stations or radio broadcast groups, Canadian-owned satellite radio broadcasters such as SiriusXM Canada and Stingray, as well as Canadian community and campus radio stations, as marketing partners.

2. The Radio Marketing component application must be submitted no earlier than six months prior, and no later than six months after the commercial release of the sound recording.

Funding Limits

3. FACTOR will allow Radio Marketing component applications up to $5,000 per project. Eligible costs claimed under the Radio Marketing component will be reimbursed at 100%.

4. Funding for this component is provided by Canada's Private Radio Broadcasters.

Eligible Costs – Radio Marketing

5. Costs will be considered eligible dating from the date of application for the Sound Recording component.

6. The funds must be spent on direct Canadian radio station costs (e.g. advertising buys). Non-traditional radio marketing costs, such as website advertising, related to websites owned and operated by licensed commercial radio stations as well as community and campus radio stations are eligible.

7. Campus, community, and commercially licensed stations funded by public donation, (i.e. CKUA) are eligible.

8. No funds may be used toward costs of hiring a promotions company, radio plugger, any travel costs, lodging, costs for showcasing, equipment etc.

9. No funds may be spent with CBC/Radio-Canada, its subsidiaries, or other Canadian public broadcasters.

10. No administration expenses are eligible for this component.

Component Completion

Please review the Completion Guide for detailed instructions.

11. Applicants must compile and organize all invoices, receipts, and proofs of payment; then enter the claimed amounts into the FACTOR Cost Report, which can be downloaded from the Budget page of the Completion.

12. Applicants must upload the Cost Report, all related expense documentation, and complete and submit all other sections of the Completion (Budget, Results, Component Information, and Public Funding).

13. Once submitted to FACTOR, the Completion will be deemed by FACTOR to be the recipient's true, accurate, and final accounting, and may not be unsubmitted, amended, or deleted.

14. You are obligated to include the appropriate logos and acknowledgment in all materials created in a FACTOR-funded project. Please review the Logo and Acknowledgment Guide for specific instructions. FACTOR will allow: "Funded by FACTOR" for ads under 30 seconds; and "Funded by FACTOR and Canada's Private Radio Broadcasters" for longer ads. Failure to provide appropriate logos and acknowledgment could result in a loss of some or all funding.