

## Radio Marketing Component Guidelines 2018-2019

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**Funding for this Component is provided exclusively by Canada's Private Radio Broadcasters.**

### Eligible Activities

1. Funding under the Radio Marketing Component can be 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, as well as Canadian community and campus radio stations, as marketing partners.
2. FACTOR will allow up to two Radio Marketing Component applications per project (limit of one per funding phase). The component application must be submitted no earlier than six months prior, and no later than six months after the Commercial Release of a single track from the album, or the whole album, whichever is later. For the Lower Tier of the Comprehensive Music Company program, applicants can receive up to \$5,000 in Radio Marketing funding per FACTOR fiscal year. This amount can be split among multiple projects if desired.
3. The Radio Marketing Component funding is paid out at 100% reimbursement. It is intended to complement your other Project activities. If you have radio marketing costs that exceed the Radio Marketing Component limit of \$5,000 per Project, these are eligible for reimbursement in a Marketing component, subject to the rules and limits of the Program under which you are applying.
4. For example: Total eligible marketing costs for the Project are \$20,000, including \$12,000 in general marketing and \$8,000 in radio marketing costs. You would claim the maximum of \$5,000 in the Radio Marketing Component. These costs will be reimbursed by FACTOR at 100%. The remaining \$3,000 in radio marketing costs can be claimed in a Marketing Component where they will be reimbursed at the appropriate percentage of 50% or 75% depending on the Program.
5. You are obligated as a condition of funding 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. Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.

### Funding Limits

6. The Radio Marketing Fund offers a Grant of up to \$5,000 per Project toward radio marketing costs. The costs claimed must be in addition to those you are claiming in any other Project component.
7. The funding provided under the Radio Marketing Component is in addition to any other project funding in any other component of the Program. Eligible costs claimed under the Radio Marketing Component will be reimbursed at 100% up to the Project's \$5,000 limit.

## Eligible Costs – Radio Marketing

8. The Eligible Costs in this section are specific to the Radio Marketing Component.
9. Costs will be considered eligible dating from: (i) for FACTOR-funded Sound Recordings, the date of application for the sound recording component or (ii) for non-FACTOR-funded Sound Recordings, the date of Commercial Release.
10. The funds must be expended on direct Canadian radio station costs such as advertising buys. Non-traditional radio marketing costs, such as website advertising, are eligible; however, only expenses related to websites owned and operated by licensed commercial radio stations as well as community and campus radio stations will be considered eligible.
11. The funds may not be used toward costs of hiring a promotions company, radio plugger, any travel costs, lodging, costs for showcasing, equipment etc.
12. The funds cannot be spent with CBC/ Radio Canada, its subsidiaries, or other Canadian public broadcasters. Campus/community stations are eligible, as are commercially licensed stations funded by public donations, such as CKUA.
13. No administration fees are available for this Component.

## Component Completion

Please review the [Completion Guide](#) for detailed instructions.

14. For every component of the project, Applicants must compile and organize all invoices, receipts and Proofs of Payment, then enter the amounts being claimed into the FACTOR Cost Report which can be downloaded from the Budget page of the Completion component. Applicants must then upload the Cost Report and all related expense documentation, then complete and submit all other sections of the online Completion (including Budget, Goals and Results, Component Information, Public Funding).
15. In addition to the Program completion requirements, to complete the Radio Marketing Component the Applicant must submit a report indicating how and where the funds were spent and what results were achieved.