



Radio Marketing Component Guidelines 2020-2021

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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, as well as Canadian community and campus radio stations, as marketing partners.
2. The Radio Marketing component 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.
3. 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 a single track from the album, or the whole album, whichever is later.

Funding Limits

4. FACTOR will allow Radio Marketing component applications up to \$5,000 per funding phase, per project. Eligible costs claimed under the Radio Marketing component will be reimbursed at 100%. The funding provided under the Radio Marketing component is in addition to any other project funding in any other component of the program.
5. 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.
6. Funding for this component is provided by Canada's Private Radio Broadcasters.

Eligible Costs – Radio Marketing

7. 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.
8. The funds must be spent 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.
9. The funds may not be used toward costs of hiring a promotions company, radio plugger, any travel costs, lodging, costs for showcasing, equipment etc.
10. The funds cannot be spent with CBC/Radio-Canada, its subsidiaries, or other Canadian public broadcasters. Campus and community stations are eligible, as are commercially licensed stations funded by public donations, such as CKUA.
11. No administration fees are available for this component.

Component Completion

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

12. 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. Applicants must upload the Cost Report and all related expense documentation, then complete and submit all other sections of the Completion (including Budget, Results, Component Information, 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 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. For ads that are shorter than 30 seconds, FACTOR will allow the abbreviated acknowledgement "Funded by FACTOR." For longer ads, FACTOR will accept "Funded by FACTOR and Canada's Private Radio Broadcasters." Remember, the failure to provide appropriate logos and acknowledgment could result in a loss of some or all of your funding.