



Indigenous Radio
CHON-FM
The beat of a different drummer

WELCOME TO RADIO – on CHON-FM!

Successful advertising requires the **REPETITION** of a message - and no other **RADIO**. People are listening in their cars, their offices, their homes, while shopping - easily accessible on mobile devices **EVERYWHERE** they go.

Your radio ads can be **STRATEGICALLY SCHEDULED** to target your potential customers, just when they are most likely to make their buying decision. **CHON-FM's** unique **BLOCK PROGRAMMING** format serves a very extensive audience, with diverse tastes in music & information:

New & Old Country, Classic & Retro Rock, Indigenous Music & First Nations Language programs, Interviews & Talk Radio.

One size does **NOT** fit all!

CHON-FM broadcasts **24/7** from Waterfront Station Studios in Whitehorse, and **29** rebroadcast sites in Yukon, Northern BC & Western NWT. Our vast network reaches every community in Yukon and beyond, and streams LIVE on our website www.chonfm.com, cable TV & satellite radio.

CHON-FM is prepared to offer **SIGNIFICANT DISCOUNTS** to new clients, either by way of a 'FIRST TIME ADVERTISER BONUS' or through 'VOLUME DISCOUNTS'.

To find out how **CHON-FM** can help you reach your potential customers, please send an email of inquiry to Sales Manager **Calista Silverfox**:

sales@chonfm.com



REACH:

CHON-FM is owned by Yukon's 14 Self Governing First Nations, and operated by **Northern Native Broadcasting, Yukon**. NNBY is a **not-for-profit society** mandated "to protect, encourage, enhance and perpetuate the language and culture of Yukon First Nations people on a local, national and international level".

CHON-FM's extensive radio network consists of studio, production, transmission and state of the art satellite distribution facilities in **Whitehorse**, as well as **29 rebroadcast sites** in Yukon, Northern British Columbia and the Northwest Territories - comprised of satellite ground stations, satellite receivers, decoders, transmitters and towers/antennae.

CHON-FM is the **ONLY First Nation** dedicated broadcaster in the Yukon with a wide and far reaching satellite-delivered radio network. **CHON-FM** broadcasts on 98.1 FM in Whitehorse, and 90.5 FM in most other communities in Yukon, Northern BC and Western NWT - as well streaming live **24/7** on our website www.chonfm.com, cable TV & satellite radio. No other station in the Yukon, has the reach of **CHON-FM**.

DEMOGRAPHICS:

One size does NOT fit all!

CHON-FM's unique **BLOCK PROGRAMMING** format serves a very extensive audience, with diverse tastes in music & information - therefore, our demographics can vary with each regularly scheduled show. The following programs, each with their own distinct appeal, air Monday to Friday.

- 'Cool Country Morning' 7a-9a / **Classic & Contemporary Country**
- 'Indigenous Connections' 10a-1p / **Eclectic Mix of Music & Indigenous Content**
- 'Neon Country' 1-3p / **Top 40 & Contemporary Country**
- 'The Drive Home' 3p-6p / **Classic Rock**
- 'The Retro Block' 6p-9p / **Retro Vinyl 60's/70's/80's**
- **CHON Evenings: 9-midnight / Rock & Roll** **CHON Overnight: midnight-6am / Classic Rock**

*Yukon is **NOT** a 'measured market' – therefore radio stations broadcasting in this region cannot provide BBM #'s to quantify or verify their listening audience.*



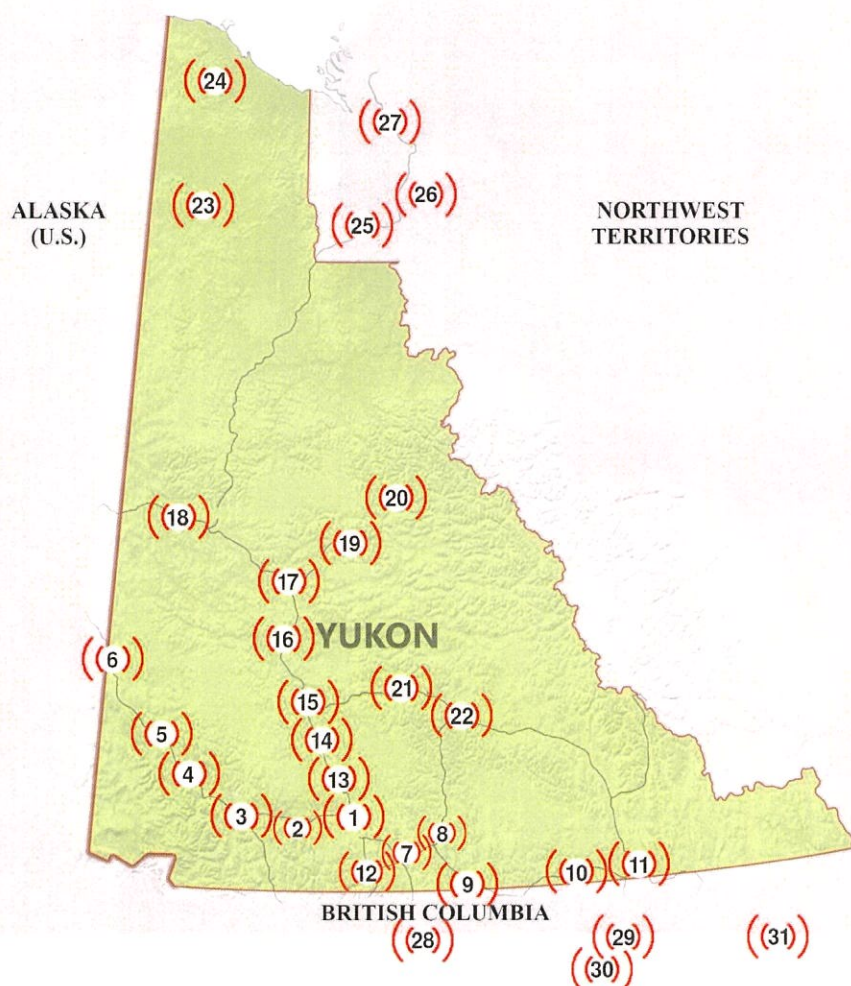
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BROADCAST AREA

CHON-FM broadcasts **LIVE 24/7**, from Waterfront Station Studios located in **Whitehorse, Yukon**, into **30** communities throughout the **Yukon, Northern BC** and **Western NWT**, and via our website www.chonfm.com, cable TV and satellite radio.



Along the Alaska Highway:

01. Whitehorse, YT - 98.1MHz
02. Champagne, YT - 90.5MHz
03. Haines Junction, YT - 90.5MHz
04. Destruction Bay, YT - 98.1MHz
05. Burwash Landing, YT - 90.5MHz
06. Beaver Creek, YT - 90.5MHz
07. Tagish, YT - 90.5MHz
08. Johnson's Crossing, YT - 90.5MHz
09. Teslin, YT - 90.5MHz
10. Upper Liard, YT - 98.1MHz
11. Watson Lake, YT - 90.5MHz

Along the Klondike Hwy:

12. Carcross, YT - 90.5MHz
13. Lake Laberge, YT - 90.5MHz

15. Carmacks, YT - 90.5MHz
16. Pelly Crossing, YT - 90.5MHz
17. Stewart Crossing, YT - 90.5MHz
18. Dawson City, YT - 90.5MHz

Along the Silver Trail:

19. Mayo, YT - 90.5MHz
20. Keno City, YT - 90.5MHz

Along the Campbell Highway:

21. Faro, YT - 90.5MHz
22. Ross River, YT - 90.5MHz

In the Northwest Territories and Northern Yukon:

23. Old Crow, YT - 90.5MHz
24. Aklavik, NWT - 90.5MHz
25. Fort McPherson, NWT - 90.5MHz
26. Tsiigehtchic, NWT - 90.5MHz
27. Inuvik, NWT - on cable TV

Northern BC:

28. Atlin, BC - 98.1MHz
29. Good Hope Lake, BC - 98.1MHz
30. Dease Lake, BC - 90.5MHz
31. Lower Post, BC - 98.1MHz



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Advertising Rate Card
July 2026

PRIME TIME AAA

Mon-Fri (7-9a / 11:30-1:30 / 4-6p)

:30 sec ad ➔ \$34

DAYTIME PLAN

Mon-Sat (7a-6p)

:30 sec ad ➔ \$28

TOTAL AUDIENCE PLAN

Mon-Sun (6a-midnight)

30 sec ad ➔ \$25

OVERNIGHT

Mon-Sun (midnight-6a)

:30 sec ad ➔ \$5

:15 sec ads ➔ discount 30%

:45 sec ads ➔ add 40%

:60 sec ads ➔ add 70%

*** VOLUME DISCOUNTS**

*Long Term Commitments
& Bulk Purchases*

*** PROGRAM SPONSORSHIPS**

Require a 3-month commitment

*** MINIMUM \$350 ORDER REQUIRED**

*Rates are NET, PLUS GST All accounts are
subject to CHON FM Credit Policy*

1 Hour Studio Time

\$600 Includes equipment assistance

\$150 per each additional hour

3 HOUR REMOTE BROADCASTS

- 9 x :60 sec Cut-ins
- 25 x :30 sec Daytime ads
- 15 x :15 sec Promos

\$1350 / \$200 per each additional hour



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SPONSORSHIP MENU July 2026

***minimum 3-month commitment required**

NEWS REPORTS between 6am - 11pm

Monthly rates range between \$100 - \$650

Includes **PRODUCED** sponsorship tags – and adjacent :30 second ad/s

WEATHER UPDATES between 7am - 6pm

Monthly rates range between \$300 - \$400

Includes **LIVE READ** sponsorship mentions and adjacent :30 second ad

SHOW SPONSORS / Mon-Fri:

- **'Cool Country Morning'** @ 6a-10a Carl Carpentier – Classic & Contemporary Country
\$650 per month - includes 1 x :30 sec ad
- **'Indigenous Connections'** @ 10a-1p Elaine Shorty – Eclectic Mix of Music & Indigenous Content
\$400 per month - includes 1 x :30 sec ad
- **'Neon Country'** @ 1-3p Patrick Jacobson - Top 40 & Contemporary Country
\$400 per month – includes 1 x :30 sec ad
- **'The Drive Home'** @ 3p-6p William Carlick - Classic Rock
\$650 per month - includes 1 x :30 sec ad
- **'The Retro Block'** @ 6p-9p Retro Vinyl 60's/70's/ 80's
\$300 per month - includes 2 x :30 sec ad
- **'Classic Rock & Pop - All Night Long'** ~ Every night on CHON-FM ~ 9p-6a
\$300 per month - includes 4 x :30 sec ads



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WEEKLY FEATURES / Mon-Fri ONLY:

- **Tech Trends** @ 8:35a
\$650 per month - includes 1 x :30 sec ad
- **Paul Shaffer's - This Day in Rock** @ 4:30p
\$650 per month - includes 1 x :30 sec ad
- **Entertainment Report** @ 6:20p
\$300 per month - includes 1 x :30 sec ad
- **The Collective** @6-7p Friday ONLY
\$100 per month- includes 1 x :30 sec ad

SATURDAY SHOWS & FEATURES:

- **Planetary Radio - Explore Space** w/ Ben Kaplan @ 7a
\$100 per month - includes 1 x :30 sec ad
- **Our Peoples' Voices** - Audio version of Haa Shagoon w/music @ 10-11am
\$100 per month - includes 1 x :30 sec ad
- **Indigenous Music Countdown** w/ Roz McIvor @ 3p-5p
\$200 per month - includes 2 x :30 sec ads
- **Indigenous in Music** @ 6-8p
\$100 per month - includes 1 x :30 sec ads
- **Cruising the Decades** @ 8-9p
\$100 per month - includes 1 x :30 sec ads

SUNDAY SHOWS & FEATURES:

- **Tribal Trails** - Indigenous Music & Stories of Faith @ 7a-8a
\$250 per month - includes 2 x :30 sec ads
- **Woodsongs Old-Time Radio Hour** w/ Michael Johnathon @ 8a-9a *show repeats 8p-9p
\$250 per month - includes 2 x :30 sec ads
- **At the Crossroads - Blues Show** w/ Brant Zwicker @ 5p-6p
\$100 per month - includes 1 x :30 sec ad
- **Eclectic Mix - Indigenous, Blues & Rock / featuring Yukon artists** @ 9p-midnight
\$100 per month - includes 1 x :30 sec ad



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NEWS SPONSORSHIPS / Mon-Fri only

6a: Canadian Press	\$250	1 x :30 plus tag
7a: Canadian Press News/Sports	\$650	1 x :30 plus tag
7:30a: CHON Regional News	\$650	1 X :30 plus tag
8a: Canadian Press News/Sports	\$650	1 x :30 plus tag
8:30a: CHON Regional News	\$650	1 x :30 plus tag
9a: Canadian Press News	\$400	1 x :30 plus tag
9:30a: CHON Regional News	\$400	1 x :30 plus tag
10a: Canadian Press News	\$400	1 x :30 plus tag
11a: Canadian Press News	\$400	1 x :30 plus tag
12 noon: Canadian Press News	\$650	1 x :30 plus tag
12:30a: CHON Regional News	\$650	1 x :30 plus tag
1p: Canadian Press News	\$400	1 x :30 plus tag
2p: Canadian Press News	\$400	1 x :30 plus tag
3p: Canadian Press News	\$400	1 x :30 plus tag
4p: Canadian Press News	\$650	1 x :30 plus tag
4:30p: CHON Regional News	\$650	1 x :30 plus tag
5p: Canadian Press News	\$650	1 x :30 plus tag
5:30p: CHON Regional News	\$650	1 x :30 plus tag
6p: Canadian Press News	\$500	1 x :30 plus tag
7p/8p/9p/10p/11p Canadian Press News	\$500	1 x :30 plus 5 tags

WEATHER SPONSORSHIPS / Mon-Fri only

7-10a Weather Updates
\$400 1 x :30 plus 3 LIVE sponsorship mentions

10a-1p Weather Updates
\$400 1 x :30 plus 3 LIVE sponsorship mentions

1-3p Weather Updates
\$300 1 x 30 plus 2 LIVE sponsorship mentions

3-6p Weather Updates
\$400 1 x :30 plus 3 LIVE sponsorship mentions



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NEWS SPONSORSHIPS / Saturdays only

6a/7a/8a/9a Canadian Press News	\$150	1 x :30 plus 4 tags
10a: Canadian Press News	\$100	1 x :30 plus tag
11a: Canadian Press News	\$100	1 x :30 plus tag
12 noon: Canadian Press News	\$100	1 x :30 plus tag
1p: Canadian Press News	\$100	1 x :30 plus tag
2p: Canadian Press News	\$100	1 x :30 plus tag
3p: Canadian Press News	\$100	1 x :30 plus tag
4p: Canadian Press News	\$100	1 x :30 plus tag
5p: Canadian Press News	\$100	1 x :30 plus tag
6p/7p/8p/9p/10p/11p: Canadian Press News	\$300	2 x :30 plus 6 tags

NEWS SPONSORSHIPS / Sundays only

6a/7a/9a/10a Canadian Press News	\$100	1 x :30 plus 4 tags
11a: Canadian Press News	\$100	1 x :30 plus tag
12 noon: Canadian Press News	\$100	1 x :30 plus tag
1p: Canadian Press News	\$100	1 x :30 plus tag
2p: Canadian Press News	\$100	1 x :30 plus tag
3p: Canadian Press News	\$100	1 x :30 plus tag
5p: Canadian Press News	\$100	1 x :30 plus tag
6p/7p/10p/11p: Canadian Press News	\$300	2 x :30 plus 4 tags

ALL SPONSORSHIPS REQUIRE a 3-MONTH COMMITMENT

- News tags are '*produced*'
- Weather tags are '*live reads*'
- Contact: sales@chonfm.com



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CHON-FM Management & Team

Denise Beatie - General Manager

- *Champagne and Aishihik First Nation*

Calista Silverfox - Sales Manager

- *Little Salmon Carmacks First Nation*

Clint Carpentier - Production & Programming

- *Tahltan Nation*

Patrick Jacobson – Marketing & Events Manager

- *Red River Métis*

Bert Cervo - Broadcast Operations Engineer

Martins Udoh – Finance

CHON-FM News

Stuart Cardinal Bonell – News Reporter

CHON-FM Show Hosts

Carl Carpentier – ‘Cool Country Morning’ 7-10a

- *Tahltan Nation*

Elaine Shorty – ‘Indigenous Connections’ 10-1p

- *Champagne and Aishihik First Nation*

Patrick Jacobson – ‘Neon Country’ 1-3p

- *Red River Métis*

William Carlick – ‘The Drive Home Show’ 3-6p

- *Tahltan Nation*