FOR IMMEDIATE RELEASE

Canadian Broadcast Sales Welcomes Local Radio Lab to Its National Radio Sales Network

Partnership expands national advertising opportunities with the addition of Toronto's Indie88 and IndieFM's community-focused stations.

TORONTO, ON – November 10, 2026 - Canadian Broadcast Sales (CBS), Canada's leading radio sales and marketing organization, is pleased to announce a new partnership with Local Radio Lab, bringing its stations into CBS's national radio sales network effective December 7, 2026.

The partnership adds a distinctive group of independently operated radio stations to CBS's national portfolio, expanding the advertising opportunities available to agencies and advertisers across Canada.

Local Radio Lab includes Indie88 in Toronto and IndieFM, serving Orangeville, Milton, Alliston and Bolton. Known for their strong community connections and unique local identities, these stations offer advertisers opportunities to connect with audiences through the people, places, music and conversations that shape their communities.

"We are pleased to join CBS; with a sharp focus on audio and a special emphasis on crafting unique National Audio Advertising solutions," said Christopher Grossman, President of Local Radio Lab.” Local Radio Lab stations in Toronto and the surrounding GTA will complement CBS 's best in class Toronto's radio properties with a unique and distinct radio audience.”

"Bringing the Local Radio Lab constellation of stations into the CBS stable is thrilling for us." said Gerry MacKrell, President of Canadian Broadcast Sales. "The Indie team combines strategic vision with operational excellence, creating real connection with their listeners, and impact for their advertising clients."

The addition of Local Radio Lab further strengthens CBS's national sales offering, bringing advertisers access to more distinctive radio brands, local markets and engaged audiences. The partnership reflects CBS's ongoing commitment to representing a diverse range of broadcasters and connecting their local strengths with national advertising opportunities.

Canadian Broadcast Sales
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About Canadian Broadcast Sales

Canadian Broadcast Sales (CBS) is Canada's leading sales and marketing organization. Its collective market presence reaches 80% of Canada's total population, representing 46 broadcasters and more than 400 radio stations (including repeaters) in 223 Canadian markets.

CBS streamlines the radio buying process by providing advertisers with a simple, convenient and cost-effective way to purchase airtime on radio stations across the country. CBS is jointly owned by Rogers Sports & Media and Corus Entertainment.

For more information, visit www.radiocbs.com.

About Local Radio Lab

Local Radio Lab is a group of community-focused radio stations that includes Indie88 in Toronto and IndieFM in Orangeville, Milton, Alliston and Bolton.

Driven by a passion for local connection, Local Radio Lab Inc. strives to be the heartbeat of its communities, creating meaningful conversations around the people, places and issues that matter most to its listeners. Its stations offer advertisers targeted, affordable opportunities to connect with engaged local audiences. At its core, Local Radio Lab believes in the power of being local, because it's right there in the name.

Media & Sales Inquiries

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