

Travel Penticton Member

Stingray Media Exclusive Audio Marketing Campaigns



Stingray Audio Extension

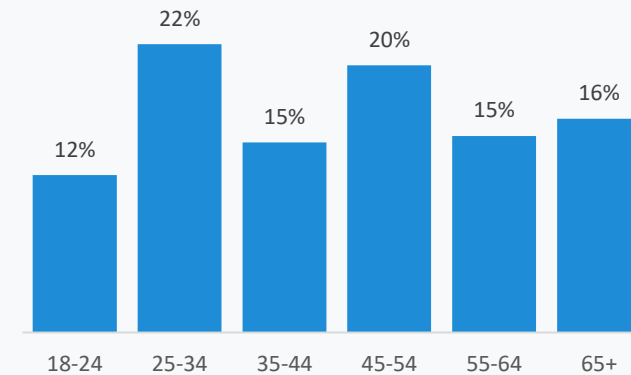
TRAVEL
Penticton

NEW COUNTRY 100.7

31,389 people listen to New Country 100.7 in an average week

Our primary target is females 25-54 with a broader target of both men and women aged 25-54, and an on-air sound that's fun and edgy but always family friendly.

- 57 % of New Country 100.7 listeners are age 25-54
- 15% more likely to be an owner, manager or professional (34% of listeners)
- New Country 100.7 listeners are 20% more likely to be business decision makers (34% of listeners)
- 63% of listeners are married and 24% more likely have children under the age of 12 in the household
- **38%** have a HHI of \$125,000+ per year

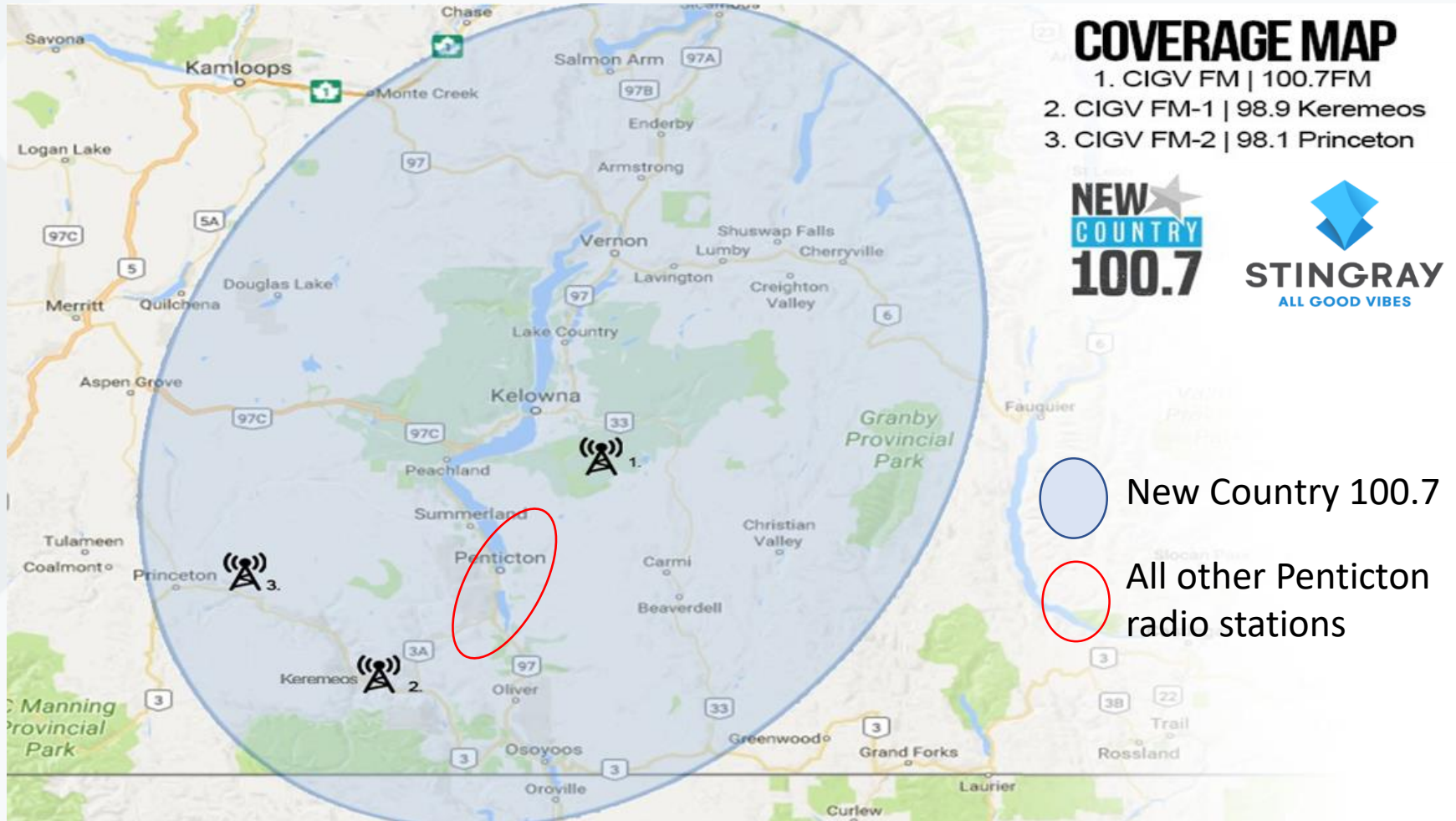


Families and business people:

- ...are **28%** more likely to be the principal grocery shopper;
- ...are **38%** more likely to commute in their own vehicle;
- ...are active, affluent and busy;
- ...are the influencers for their kids...:
 - ...Education;
 - ...Health;
 - ...Nutrition;
 - ...Employment;
 - ...Lifestyle.



KELOWNA RADIO COVERAGE MAP



Stingray Audio Extension

Listening to...Everything. Radio, sports, news and music consumed in the your market.

Listening through...Platforms and Apps. TuneIn, Radio Player Canada, iHeart, radio station apps and an array of other streaming platforms.

Listening on...All Devices. Smart speakers, mobile phones, laptops, tablets and even on appliances!

Listening...Everywhere. At home, in car, on transit, at work, in the gym, even on vacation.

Advertising is an equal blend of pre-roll and mid-roll impressions across all platforms. Providing both a 15 and 30 second creative execution ensures maximum exposure for your brand.



Spring 2024 New Country 100.7 Radio Co-op

50 x 30 second commercials dedicated to your business in the market that matters most to you!

- *Limited & Exclusive to 6 Travel Penticton Members on New Country 100.7*
- *One flight per business*
- *Dates to Run: April – June 2024*

Investment: \$375/Flight

Total value to member: \$1500



Lower Mainland All Encompassing Radio Campaign

Targeting

- Geographic region
 - Lower Mainland (Abbotsford to West Vancouver)
- We'll use Audio Extension marketing for:
 - Branding – Continue to build your brand using consistent messaging
 - Directing – Direct listener to your webpage as potential leads
 - Promote events, services, promotions

Investment: \$375/Flight

Total value to member: \$1800

- Total Audio Impressions : 70,000/member

Full production of commercial included

For more details contact Andrew Francis – 250-488-8881