

# Travel Penticton Summer Stingray Promotion

Stingray Media Exclusive Audio Marketing Campaigns



Stingray Audio

Extension

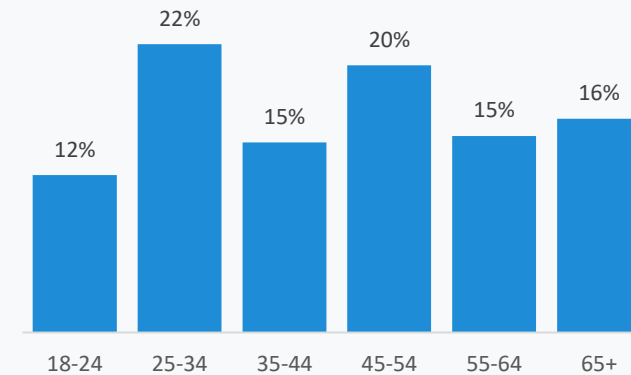
TRAVEL  
**Penticton**

# 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

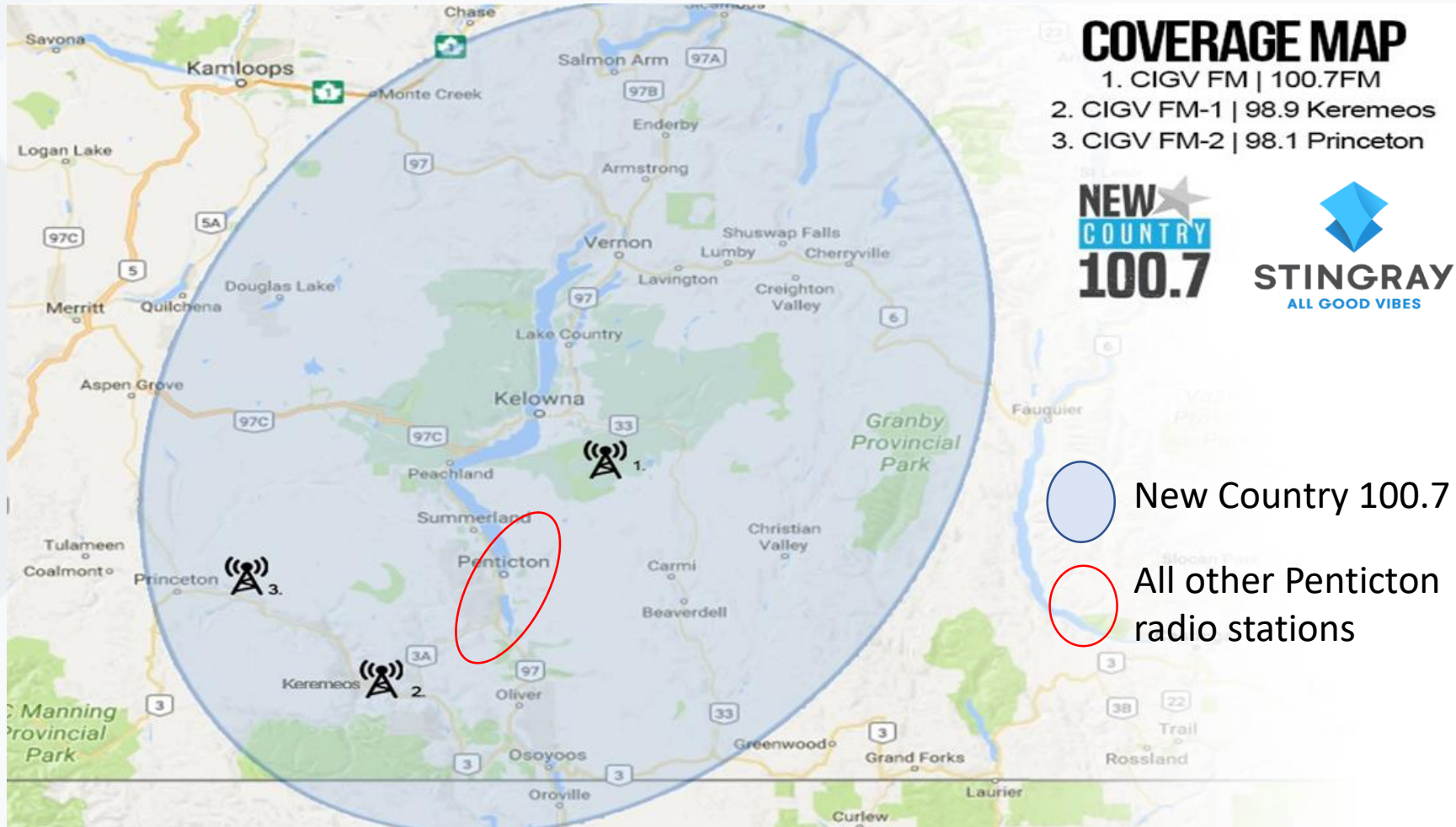


## Families and business people:

- ...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.



## Summer 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 4 Travel Penticton Members on New Country 100.7*
- *One flight per business*
- *Dates to Run: July 1<sup>st</sup> – September 30<sup>th</sup> 2024*

***Investment: \$375/Flight***

***Total value to member: \$1500***



## Lower Mainland All Encompassing Radio Campaign

*Limited & Exclusive to 8 Travel Penticton Members*

### 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 : 60,000/member

**Full production of commercial included**

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