

ADVERTISE WITH US



IMAGINE THE POSSIBILITIES!

Contact our Sales Team at 403-276-1111 to book an appointment to discuss advertising rates, packages, and options. We believe that Radio Advertising needs to be a part of your overall Marketing Strategy, and for this reason strongly encourage face-to-face meetings for our Account Executives to meet with you and develop a plan custom-tailored to your needs and goals.

Advertising is so much a part of our lives that many businesses do it without truly understanding why. It becomes a 'my competitors are doing it; so should I' situation.

Here are a few thoughts about WHY you should advertise:

IT CREATES STORE TRAFFIC

Continued store traffic is the first step towards increased sales and expanding your customer base. The more people who come into the store, the more opportunities you have to make sales.

IT ATTRACTS NEW CUSTOMERS

Your market is constantly changing and advertising helps you expand to new customers in your reach. As people's lifestyles and buying habits change, the shopper who may not have considered your products/service in the past, are a prime customer now. Only advertising can get your message to those people.

IT GENERATES ONGOING BUSINESS

Even your slowest days can produce sales. As long as you are in business, you have overhead costs to meet and new people to reach. Advertising can generate traffic now... and in the future.

IT'S AN INVESTMENT IN SUCCESS

Advertising gives you long-term advantage over competitors who cut back or cancel advertising. By keeping your message fresh in the minds of consumers, you will be the natural choice when it's time to buy.

IT KEEPS YOU COMPETITIVE

There are only so many customers in the market ready to buy at any one time – and you have to keep your regular customers and counterbalance competition's advertising. You must advertise to keep or expand your market share or you will lose to more aggressive competitors.

IT KEEPS YOU TOP-OF-MIND

Advertising allows you to communicate directly with the consumers throughout their purchase decision-making process. Your name must be fresh in their minds when they decide to buy.

ADVERTISING WORKS!

Look around: businesses that succeed are usually strong, steady advertisers. Join their ranks by advertising and watch your business grow!

Why Use Radio?

RADIO HITS *YOUR* MARKET

For an advertiser, one of radio's greatest strengths is its ability to deliver to a selective audience. The mere touch of a button can put you in touch with listeners who favor pop, hard rock, easy listening, adult contemporary, country, ethnic programming, or news & information.

RADIO GETS THEM ALL

Radio reaches more than 90% of teens and adults weekly. Canadians 12+ each spend about 22 hours a week with radio.

RADIO BRINGS REPEAT CUSTOMERS

Almost 80% of all adults listen to radio every weekday – week in and week out. This repetition builds awareness and awareness is a key component in gaining market share.

RADIO IS EVERYWHERE

Ninety-nine percent of Canadian households have radios and 90% of all automobiles have a radio. Radio is able to reach your customers as they go about their busy, mobile lives, especially while they are doing something else: eating, jogging, in the shower, at work, on the beach, or, perhaps most effectively of all, in the car.

GETS THEM WHEN THEY ARE READY TO BUY

Studies show that the best time to reach consumers is within one hour before they make their purchase. Who else is going to be in contact with consumers during that critical hour? Among the five primary media, the elapsed time between exposure and the purchase is shortest with radio. The closer the media impression can get to the cash register, the better the chance of actually influencing the purchase.

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RADIO IS A "TEAM PLAYER"

Not only does Radio work as a stand-alone medium, but it is also highly effective in combination with other media such as newspapers, magazines and television. Demands on consumers' time make it virtually impossible to read a newspaper or magazine from cover to cover everyday, creating a very selective reader. The same can be said for television viewers. Yet, almost 90% of light newspaper and magazine readers, for example, are reached weekly by radio! Imagine the frequency gains your company can make if you combine radio in your advertising mix!

NO SEASONAL FLUCTUATIONS

Consistency is an important commodity for any advertising medium and, unlike those with serious seasonal fluctuations, radio offers coverage throughout the year with little or no audience drop off, unlike television's noticeable summer audience drop off.

RADIO IS COST-EFFECTIVE

Radio can deliver more advertising impressions than any other medium for the same budget. With its ability to reach so many consumers on a frequent basis they make advertising very cost-effective. Add to that, it has lower production costs and fewer deadline delays than any other medium. No other medium allows advertisers the ability to pinpoint targeting as cost efficiently as radio.