

BTA CKTB Cross-Border News Show 1 to 2 p.m. every Saturday!

- Binational Tourism Alliance weekly talk-show program focusing on tourism, culture & economic development people, places and issues in the Binational Golden Horseshoe region
- Hosted by Arlene White, Executive Director of the BTA
- A U.S. & Canadian guest each week, along with border-crossing info, upcoming events and special program/project announcements

BTA Members Receive:

- **Minimum one annual interview on the show, as well as complimentary promotion of up to 6 special events annually**
- **Special rates on program sponsorship and advertising options:**
 - 1) Sponsorship of full program \$750* – sponsorship recognition at open and close of each show, 4 – 30 second spots during the show, inclusion in the 28 show promos that air weekly
*Special program packages & pricing available for contracts of more than 13 weeks
 - 2) Sponsorship of half hour of program \$400 – sponsorship recognition at open and close of half hour, 2 – 30 second spots during the show
 - 3) One 30 second prepared ad spot \$75 – 6 weeks \$375, 13 weeks \$800 (max 4 ads per show); **minimum commitment 4 weeks**
 - 4) One 60 second prepared ad spot \$125 – 6 weeks \$625, 13 weeks \$1300 (max 2 ads per show); **minimum commitment 4 weeks**
- **Live shows can be booked at your site to cover special events***
* extra charge for the technical set-up
- **CKTB can assist with production of your radio ad**
- **Direct referral to our CKTB sales staff for special BTA pricing beyond our regular show**
- **All prices plus GST**
- **This offer is good until December 31, 2009**

Show Breakdown:

- 44 minutes of content
- 10 minutes of commercials (does not include opening & ending credits)
- 4 minutes for news
- 1 minute for weather
- 1 minute for promo (CKTB)

CKTB Radio Info:

- station located in St. Catharines, Ontario, the best known talk radio station in Southern Ontario
- covers Niagara Region, Ontario, Toronto and area as far east as Peterborough, north to Gravenhurst & Collingwood and west to Kitchener – Waterloo as well as Buffalo area and Niagara County, New York; approximately 7 million residents
- 67,600 people tune in weekly; audience is 25+, with 54% 25 to 64 years of age; 53% male; 84% own a home; 78% are married or common-law; 44% have household income of \$50,000+ and 57% are mortgage-free
- 43,100 listeners in the St. Catharines-Niagara area tune in each week
- well-known local announcers like Laurie Walsh, Tim Denis and Tom McConnell