



Special BTA Member Group Programming & Pricing

We've put together the following programming options for groups of Canadian, U.S. or Cross-Border tourism, cultural, retail or commercial partners who want to take advantage of this unique opportunity to tailor their own radio presentation.

Purchase a minimum 13 week group contract for:

- 1) Hometown WECK 1230 Buffalo (each Friday from 11 a.m. to 12 noon) at \$500 U.S. per week

OR

- 2) 610 CKTB Niagara (each Saturday from 1 to 2 p.m.) at \$650 plus GST Cdn per week

OR

- 3) BOTH WECK & CKTB Friday and Saturday at 10% off the above-rated pricing

This sponsorship includes:

- opening and closing announcements by host Arlene White that the program is sponsored by the specific group
- one 60-second group / individual radio ad per each show (radio stations can assist with production or you can provide ready copy)
- inclusion in the weekly show promos as sponsor
- guarantee to interview one group member per each weekly show
- option for on-site radio shows from group during special events/promotions (extra charge for the technical set-up will be added to billing)
- 15% reduced pricing on 30- or 60-second ad spots for group members during each show
- special package pricing for additional 30- or 60-second ad spots for group members on each radio station on a weekly basis beyond the BTA show times;
- direct introduction to our management and sales contacts at each station to develop these packages to best suit needs of the group and its members
- this offer is good until December 31, 2009

See separate attachments for radio station information.

Sponsorship programming as described above can begin within 2 weeks of contract signing and payment. Require finished 60 second radio ad and schedule of group members to be interviewed during the contract period.