



### SPECIAL OFFER FOR BTA MEMBERS

We are pleased to provide our BTA members with this unique opportunity **at extremely affordable pricing** to promote individual or group products, services and special events on the Binational Tourism Alliance's "**Cross-Border News**" Radio Programs on CKTB and WECK Radio weekly!

Since March 2009, we have been broadcasting The Cross-Border News Friday mornings between 11 a.m. and 12 noon on Hometown WECK 1230 Radio in Buffalo and Saturday afternoons between 1 and 2 p.m. on CKTB 610 Talk Radio.

This live show focuses on tourism and culture in our binational region, and the people, places and things that are happening. I am the host of the show, and interview 2 to 3 guests on each show, Canadians and Americans, focusing on BTA members and their key partners. Guests are on for the full hour which gives them the opportunity to provide great background on their organizations/businesses and the products and services they provide to locals and visitors in our binational communities. We've done live broadcasts from our Tourism Summit on May 1, the St. Catharines Travel Information Center for Ontario Tourism Week on June 5 and Oakes Garden Theatre for the Boundary Waters Treaty Centennial on June 13. During each program, I also provide listeners with updates on BTA member events taking place that weekend, as well as provide border crossing identification information to encourage continued cross-border movement.

Feedback from callers, guests and the two radio stations has been extremely positive – we've built up a loyal and growing group of listeners over the first 4 months, and through our interviews and caller giveaways, are educating folks about the many things there are to experience in our cross-border region – many of which the listeners advise they had never heard about prior to tuning in to our show.

### PROMOTIONAL OPPORTUNITIES INCLUDE:

- absolute best pricing available for a one-hour prime-time program of this nature
- individual ads on either CKTB or WECK radio programs
- full or partial sponsorship of either CKTB or WECK radio programs
- special group programming and promotion on either or both radio shows
- live broadcast from your location to showcase significant events
- assistance with radio ad creation
- ability to develop customized weekly programs and special customer initiatives
- advance promotion of the shows through radio, tv, print and email promotion
- tracking your show's success through methods that meet your business objectives

PLEASE REFER TO THE ATTACHED BTA RADIO PROGRAM OFFERS FOR COMPLETE DETAILS.

We recognize the challenges that all our members are experiencing this summer, and continue to encourage our listeners to travel throughout binational Niagara for the many affordable and enjoyable experiences and events that we have to offer in our region. Our two radio programs can help to drive new and existing customers to your sites – feedback from participants to date has proven this.

**U.S. OFFICE:** The Binational Tourism Alliance, Inc., 70 West Chippewa St., Suite 607, Buffalo, NY 14202  
Tel: (716)849-5834 Toll-Free: 1-888-849-5834 Fax: (716) 849-5836

**CANADIAN OFFICE:** The Binational Tourism Alliance, Inc., 5400 Robinson St., 2<sup>nd</sup> Floor, Niagara Falls, ON L2G 2A6  
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[www.btapartners.com](http://www.btapartners.com)

## Eliminating the Barriers To Cross-Border Tourism Development

We are now preparing complete program schedules for the remainder of the year, and will be contacting each BTA member to book you in to each station if you haven't already been interviewed, as well as to get updates on your scheduled events.

DON'T MISS OUT ON THIS OPPORTUNITY TO RETAIN AND GROW OUR TOURISM BUSINESS IN BINATIONAL NIAGARA.

CONTACT ME DIRECTLY AT 888.849.5834 OR [arlene.white@btapartners.com](mailto:arlene.white@btapartners.com) TO PARTICIPATE.

Many thanks for your attention to this correspondence - I look forward to your response and working with all of our members to keep visitors coming to cross-border Niagara.



Arlene White, Executive Director  
Binational Tourism Alliance  
Cell: 905.401.4450

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