

Why advertise on the radio? It's simple!

Because radio is at the forefront of the media most chosen by advertisers who want to get results and at Radio Cité, you will not know the advertising clutter of commercial radio. In addition, it is the only French-language radio station in Edmonton to offer advertising services.

Radio is an intimate medium, a tête-à-tête with a listener or a listener usually alone who chooses the company of the radio. This privileged link benefits your advertising that will be perceived by this person as an individualized message, an advertisement "Who speaks to him directly".

Radio influences the consumer. It is the mass media closest to the time of purchase and it is also often the last medium that touches your customers before entering the store. The one who influences them during the journey, before the act of consumption.

The radio is listened to by 9 Francophones out of 10 in Canada (CRTC January 2017).



LE SON DU GRAND EDMONTON



Service vente: 140 – 8627 rue Marie-Anne-Gaboury (91e Rue), Edmonton (Alberta) T6C 3N1
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Canada



Secrétariat aux relations canadiennes
Québec

LE SON DU GRAND EDMONTON
THE SOUND OF THE GREATER EDMONTON



**30,000 Francophones and Francophiles
in Edmonton ready to listen to you!**

(Statistique Canada 2016)



The crossroad
of expression
Francophone and
Francophile
communities in the
Greater Edmonton

Radio Cité 97.9, a brand new radio station expected in Edmonton accessible also in continuous listening (streaming) on the Web. Our studios are based in the heart of the various French-speaking communities of the capital at “La Cité francophone” (91e Rue). This dynamic hub is the scene of multiple events that welcome thousands of people, Francophones, Francophiles, and Anglophones. The station's programming covers 126 hours of broadcast.

SPOT

Advertising

Radio Advertising is:

Ubiquitous - Radio is part of our daily lives and communicates with consumers throughout the day. She remains in constant contact with her audience.

Fast - It can reach a maximum of people in a minimum of time.

Agile - Deadlines for creating and producing a spot are very short.

Accessible - Free, instant, easy-to-listen media, widely available with many broadcast media, radio is a human medium.

Affordable - The costs of radio campaigns are the most affordable although the strength of the radio is based on the principle of repetition and therefore the need to reserve several advertising slots.

Creative - The radio ad invites the listener to be imaginative. She arouses her curiosity by encouraging a visual and personal interpretation of the information.

Reactive - The radio promotes an instant response from the listener. By mentioning in your message a phone number or a website, this can generate a quick and massive return.

Dynamic - The radio is characterized by a young context and a relaxed atmosphere that allows a very refined approach of your targets and gives punch to your advertising message.

Accurate - The tendency to zap is low on radio and the probability of hitting your target is very high. The radio is listened to continuously ignoring the seasons unlike television.

Reliable - Radio is considered as a very reliable medium that offers your communication a very rewarding context because of programming. Advertising comes to listeners so "Unconscious", without them having sought it.

Source: Corsicacom

Radio Cité staff can provide you with a professional voice over and production expertise.
Ask our representatives for more information.

RADIOCITEFM.CA
LAUNCH SPECIAL OFFER*

SPOT15

15 days from 6 AM to 6 P.M.
6 Anouncements per Day

90 Spots
(30 seconds)

\$1800.00
(\$20 / unit)

Your **banner** in our website

SPOT30

30 days from 6 AM to 6 P.M.
6 Anouncements per Day

180 Spots
(30 seconds)

\$3240.00
(\$18 / unit)

Your **banner** in our website

SPOT90

90 days from 6 AM to 6 P.M.
6 Anouncements per Day

540 Spots
(30 seconds)

\$8100.00
(\$15 / unit)

Your **banner** in our website

SPOT360

360 days from 6 AM to 6 P.M.
3 Anouncements per Day

1080 Spots
(30 seconds)

\$12,960.00
(\$12 / unit)

Your **banner** in our website

Promotional banner on our website for 30 days - \$60
Facebook page promotional banner for 30 days - \$100
Cost of creating your visual banner by our graphic designer - \$80

* These prices can be negotiated with our sales representative. Valid until December 31, 2018, these prices do not include GST.