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 tete-a-tete 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).

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

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Service vente: 140 – 8627 rue Marie-Anne-Gaboury (91e Rue), Edmonton (Alberta) T6C 3N1
Tél : 780 466-9949   vente@radiocitefm.ca    www.radiocitefm.ca
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.

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

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

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