

YOU HAVE A MESSAGE WE HAVE THE AUDIENCE



VISTA Radio





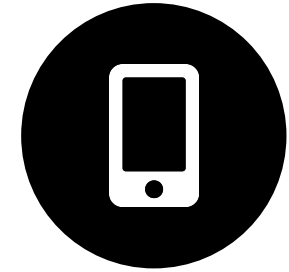
38
Community
Websites



728k+
Unique
Users/month



1 Million+
Desktop
Views/month



1 Million+
Mobile
Views/month



48
Radio
Stations



106+
Social Media
Profiles



950k+
Hours Streamed
every month



62k+
Unique Listeners
per month

DISPLAY ADVERTISEMENT

When local news stories and events happen, our communities turn to us.

As news and events unfold, get eyes on your brand and stay top of mind so that when people need your product or service, ***they turn to you.***



Standard Display Ads

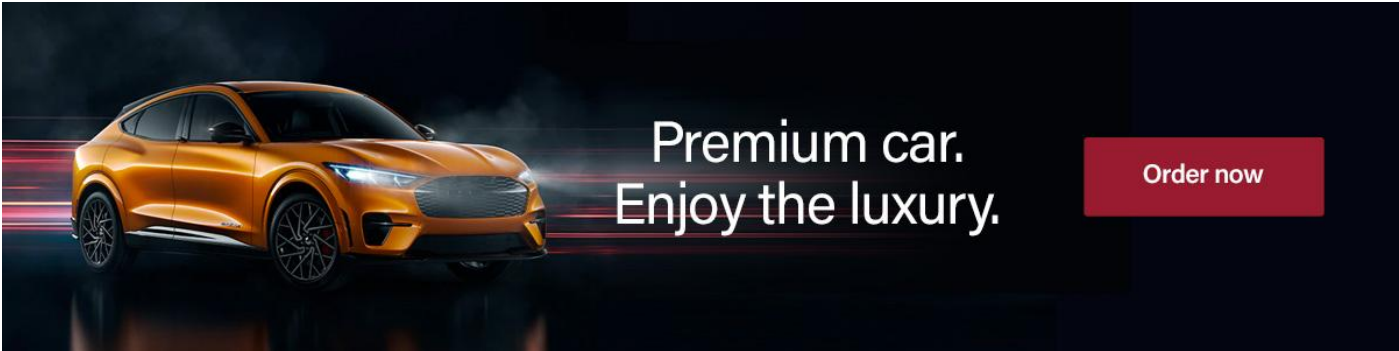
- Run Of Site (ROS)
- JPEG, GIF, PNG

Above The Fold Priority Ad

- Premium placement
- Large in pixel size
- High visibility

OUR DISPLAY AD UNITS

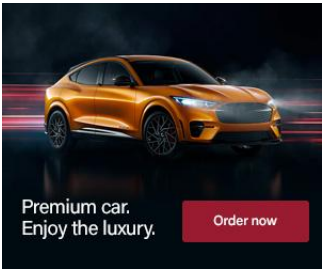
1200x300 - Above The Fold Priority



300x600 - Skyscraper



300x250 - BigBox



970x250 - Billboard



Above The Fold Priority
1200x300



Big Box
300x250



Billboard
970x250



Skyscraper
300x600

DYNAMIC AUDIO INSERTION

Reach your local community and beyond.

Target listeners who stream online, with Google Home, Amazon Echo, Radioplayer Canada and all other radio apps.

Geo-targeted, allowing you to reach your area or spread your message across Canada using our network of radio stations.

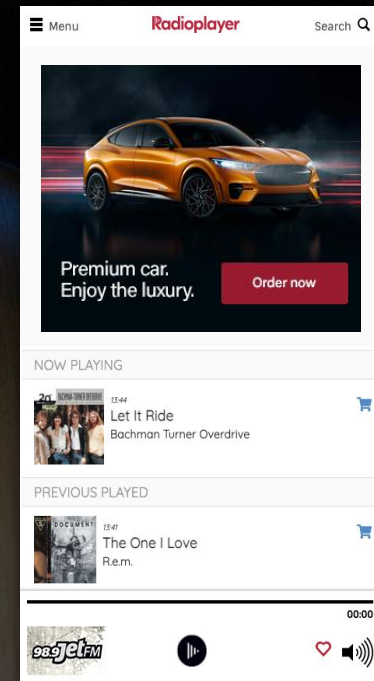
Expand your reach with one of these DAI products:

Ad Insertion (mid-roll)

- :30s audio ad, high frequency, average once per listener hour.
- Target a Canada wide radio audience network.

Stream Sponsor (pre-roll)

- :15s audio ad plays before our stream, once per session.
- Your message on top of our playlist, both online & in-app.



NEWS ALERTS

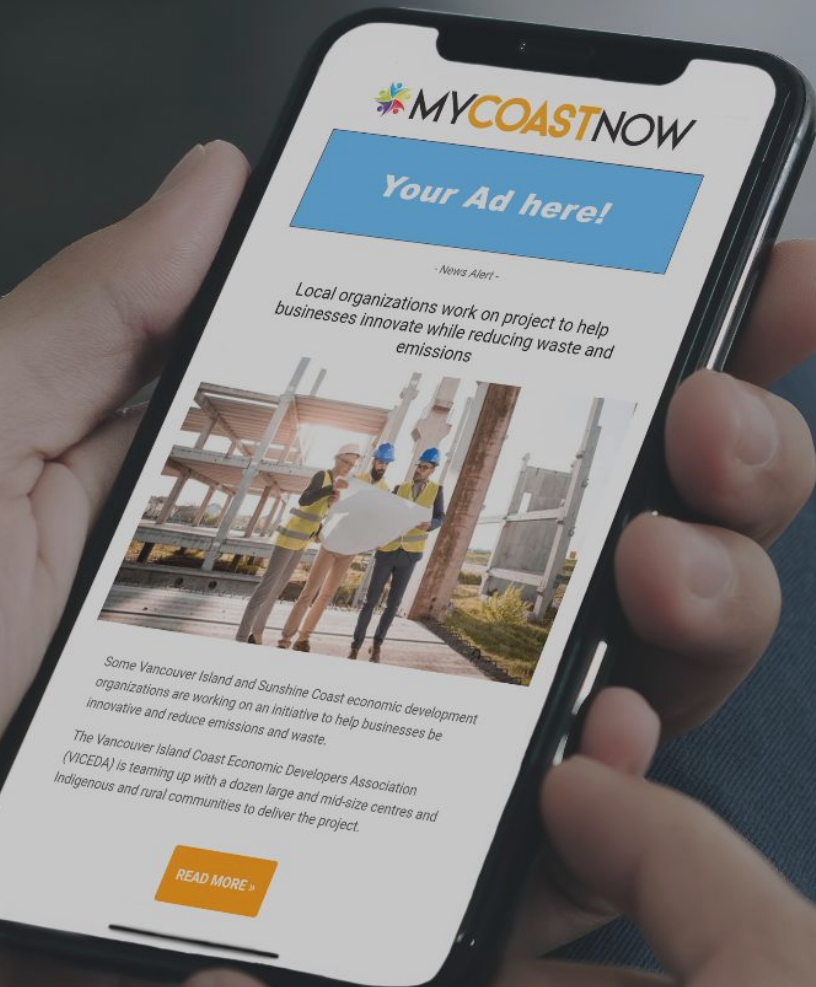
Send your message straight into the inbox of our audience with **News Alerts**.

Whenever there's breaking news in your area, you can help inform your community.

Your display ad + link to your business will be front and centre for everyone to see!

This package features:

- ➔ Display ad + link at top of every alert.
- ➔ Name mention 21x per week in our "brought to you by" audio tags.



ADVERTORIALS

Have a longer message to get across?

Spread the word loud & clear while boosting your SEO with a written article hosted on our websites, blasted to our audience using the power of social media and radio.

Need help writing it? *No worries!*

Give a direction with info and our writers can do the rest.

This package includes:

- Your article hosted for 6 months containing your photos, videos, links, professionally formatted, branded to your business and message.
- In-Article Backlinks, boosting your SEO
- 4 Social Posts to our audiences
 - ◆ 1x post per week, 4 weeks total
 - ◆ Teaser with link to article
- 21x :30s co-branded promo spots
 - ◆ 3x per day for 7 days



How Much Food Are You Wasting?

In 2017 the National Zero Waste Council conducted research on household food waste in Canada, and the results were astonishing.

- 63% of the food Canadians throw away could have been eaten.
- For the average Canadian household that amounts to 140 kilograms of wasted food per year – at a cost of more than \$1,100 per year!
- For Canada as a whole, that amounts to almost 2.2 million tonnes of edible food wasted each year, costing Canadians in excess of \$17 billion!
- All types of food are wasted, but in Canada the most prominently wasted foods by weight are:



Love Food Hate Waste

The Ministry of Environment and Climate Change Strategy have launched a new campaign to change this. Love Food Hate Waste is a national campaign that encourages consumers to reduce food waste by providing simple and actionable tips to reduce food waste in the home.

Inevitably, some food waste is unavoidable – this is the food that can't generally be eaten, such as bones, vegetable peelings, egg shells, tea bags and coffee grounds. Avoidable food waste is the edible food that ends up in the compost bin or garbage can. Unfortunately, we often waste good food because we buy too much, cook too much, or don't store it correctly.

FEATURE / SHOW SPONSORSHIP

Reach our audience on-air and online with a feature/show sponsorship!

Sponsorships double the effectiveness of your advertising by keeping your brand front and centre to the *EYES and EARS* of our communities using well-established website visuals and daily on-air mentions.

Sponsorship opportunities include

Show Sponsorships

- Morning
- Mid-day
- Afternoon
- Evening
- Specialty

Feature Sponsorships

- Studio Text Lines
- Weather Reports
- Promotions/Contests
- Radiothon/Charity Events
- Bus Cancellations/Traffic Reports



*Sponsorship availability varies depending on market.

DIGITAL CONTESTING

Create excitement and expand your brands engagement with our contest giveaways.

You provide the prize, we take care of the rest!

This package includes:

- Contest Page & Entry Form
 - ◆ Custom branded to you with linkbacks
 - ◆ Entry form hosted & processed on our website
 - ◆ Opt-in collections for your business
- 4 Social Posts to our audience
 - ◆ 1x post per week, 4 weeks total
 - ◆ Teaser with link to article
- 112x :30s co-branded promo spots
 - ◆ 4x per day, 4 weeks total



Enter for your chance to win an incredible **Golf and Dine Prize Package*** from [The Rock](#) in Minett, ON! Challenge your golf game and afterwards relax and unwind over delicious dishes at Muskoka's hidden gem!

Prize Package includes;

A round of **18 Holes of Golf for Two** + **Cart Rental** and a **\$100.00 Gift Card** to the **Grill and Patio**.

[The Rock](#) is a world-class golf facility designed by legendary golfer Nick Faldo. Sculpted on the shores of Lake Rosseau in Muskoka Ontario, The Rock is one of Canada's most beautiful courses.

The lucky winner will be announced **Monday, July 25th!**

Enter Now!

Offer ends July 24th, 2022.

Your Birthday *

DD MM YYYY

Your Name *

First Last

Your Email Address *

Your Phone Number *

Your Town *

What are the first three digits of your Postal Code? *

How many times do you golf each year? *

0-5 Times

LIVE ON LOCATION

Enhance your event with digital engagement.

Provide a “Grand Prize” for our personalities to talk about on-air. We’ll create a QR code for people to scan and enter to win on location.

Afterwards, you’ll receive a wrap up report for the entire event that will also include:

- A detailed list of everyone who entered
- Opt-ins for your business’ newsletter



GIVE IT A TRY!

Scan the QR code, enter to

WIN \$500

in digital ad credits

Enter our quarterly draw by scanning the above QR code and complete the entry form for your chances to win a \$500 digital advertising credit with Vista Radio Ltd.



HALF PRICE DEALS

Let's make a trade!

We sell your gift cards or products at 50% OFF and in return give you **100% face value** in advertising dollars.

Example

- You provide 25x\$100 gift cards or product
- We promote & sell them at 50% off
- You get \$2,500 towards a marketing campaign

Leverage consumer buying power

Let our audience, *your future clients*, pay for your next marketing campaign.

ZERO risk to you with NO strings attached

HALF PRICE DEALS is based on our ability to sell YOUR gift cards or products. For every sale, you get 100% back in advertising credits.

Create foot traffic to your door

As customers redeem their vouchers, you have the *opportunity to upsell* them on your products and services.



MyHalfPriceDealsNow.com



DIGITAL MEDIA KIT

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