

Industry Update: The Mining Minute

CityNews 1130 is a great vehicle to communicate your corporate message to listeners across the Lower Mainland, in a compelling and effective way. This will include a combination of 60 second commercials with educational content, and 30 second commercials for branding, covering more general information about your business. This is an excellent way for your CEO to speak about the company first hand.

This 60 second style format is a unique opportunity for you to tell your story in your own words - increasing credibility and effectiveness. CityNews 1130 only pauses for short, 60 second commercials breaks, meaning your content will sound and feel like it's part of the programming. This is your opportunity to educate the listener, offer valuable information, and promote your business as an expert in (insert your industry/field).

Radio is extremely flexible, in that you can easily change or add to these 60 second creatives throughout your campaign, keeping the content fresh and timely.

Campaign schedule

Timing: **8 weeks** TBD

10 x 60 second commercials

20 x 30 second commercials

*Creation and production of commercials included

Total campaign investment: \$14,000



Please contact Brandy Wright:

brandy.wright@news1130.rogers.com or 604-789-3973

