



How to Reach the Right People

“OUR STRATEGY HAS ALWAYS BEEN TO DEVELOP AND SUSTAIN TOP OF MIND AWARENESS SO WHEN CUSTOMERS DECIDE TO BUY, WE’RE THE FIRST COMPANY THEY THINK OF.”

*-Christine Magee, Sleep Country Canada President.
-Report On Radio: May 2006*

WEEKLY REACH
493,155 people

- Full coverage area *524,972
- Central Toronto 404,527
- Exclusive Reach 105,200 *cannot be reached by any other commercial Toronto radio station*

To reach these affluent, well-educated listeners you should spread your message equally over four dayparts, all week!

AVERAGE
QUARTER HOUR
38,355 people

At any given time this is the number of people exposed to your message 5a-1a Monday-Sunday

STANDARD
REACH PLAN
30 spots

*3 frequency works best under most circumstances
~ A total of 30 spots a week*

OPTIMUM EFFECTIVE
SCHEDULING
45 spots

Heavy buying schedule to use for an immediate call to action such as a sale!

**Source BBM S408*

THE NEW CLASSICAL 96.3 FM, is a unique radio station that works!