

MCA ADVERTISING PROGRAM

MCA Alberta has forged a relationship with Corus Radio to provide a customized, discounted advertising program, available only to MCA members, that provides real value that will help your business grow.

Bi-Weekly Advertising Schedule* - Calgary

- **30 x 30 Second Commercials every month (180 per 6 months / 360 per year):**
 - 15 x 30 second commercials per week to air every other week
 - Rotation: 7 Day Reach Plan (25% 5a-10 / 25% 10a-3p / 25% 3p-9p / 25% 9p-1a)
- **10 x 30 second BONUS commercials to air every month (60 per 6 months / 120 per year):**
 - 5 BONUS commercials per week to air every other week
 - Rotation: 12a-12a
- **10 Name Mentions inside the MCA membership commercials a every month (60 per 6 months / 120 per year)**
 - Your business name will be attached to monthly MCA branding messages.
 - Rotation: 12a – 12a
- **Creative Messaging**
 - You have creative control over your messaging, but the end of each message*a proud member of the Mechanical Contractors Association of Alberta.*
 - Script development with a professional writer & production are included in the price



6 Month Investment: \$15,300 12 Month Investment: \$28,000

Global News  RADIO



6 Month Investment: \$9,900 12 Month Investment: \$18,000



6 Month Investment: \$8,100 12 Month Investment: \$14,400



Direct all of your advertising inquiries or booking requests to Kim Kitai at kim.kitai@corusent.com or 403-680-6006

MCA ADVERTISING PROGRAM

MCA Alberta has forged a relationship with Corus Radio to provide a customized, discounted advertising program, available only to MCA members, that provides real value that will help your business grow.

Weekly Advertising Schedule*- Calgary

- **60 x 30 second Paid Commercials every month (360 per 6 months / 720 per year):**
 - 15 x 30 second commercials per week
 - Rotation: 7 Day Reach Plan (25% 5a-10 / 25% 10a-3p / 25% 3p-9p / 25% 9p-1a)
- **24 x 30 second BONUS commercials to air every month (144 per 6 months / 288 per year):**
 - 6 BONUS commercials per week
 - Rotation: 12a-12a
- **10 Name Mentions inside the MCA membership commercials a every month (60 per 6 months / 120 per year)**
 - Your business name will be attached to monthly MCA branding messages.
 - Rotation: 12a – 12a
- **Creative Messaging**
 - You have creative control over your messaging, but the end of each message*a proud member of the Mechanical Contractors Association of Alberta.*
 - Script development with a professional writer & production are included in the price



6 Month Investment: \$30,600 12 Month Investment: \$57,600



6 Month Investment: \$19,800 12 Month Investment: \$36,000



6 Month Investment: \$16,200 12 Month Investment: \$28,800



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