



Community Non-profit/Not-for-Profit Marketing Help

Welcome to our REAL Country & boom. We look forward to helping your group out. Please read the information below to determine your qualification? There are 2 groups defined under our community impact policy:

#1 Media Dependant Plan:

-This is defined as a local non-profit or not-for-profit group that isn't marketing and doing an event/meeting that is not a concert, rodeo, trade show, fair or demo derby. Local businesses have made it possible for REAL Country & boom to support your efforts without out you needing to spend marketing dollars on REAL Country & boom. Your message goes onto our Community News Calendar. There are no specific amounts of ads that will run and no specific scripting can be accommodated. If there are a lot of community events in the Community News Calendar file you will get limited exposure. If there are just a few you will get more exposure.

#2 Media Assist Plan:

-Defined as a non-profit or not-for-profit group that is advertising a concert, rodeo, trade show, fair or demo derby and/or wants to have a structured marketing plan to drive their event success higher. We can assist with marketing options including "Presented By" plans, remotes, contesting etc. This does include an advertising investment.

To help any non-profit/not-for-profit group qualifying under the "#2 Media Assist Plan" REAL Country & boom provides:

- Guidance on the best way to invest their advertising dollars.
- **Bonus of 2 BTA ad for every 2 ads purchased.**
(This is subject to ad time availability)
- Inclusion in the Community News Calendar file.
- Possible news coverage at the news department's discretion.
- Guest host during the Morning Show .

Hope this is helpful!



We are Stingray radio stations
stingray.com

Please contact REAL Country at 780-523-5120 or boom at 780-849-2569 and ask for our sales department. It is our goal to help maximize your return for your project. We will advise which plan you would qualify under and how we can get the ball rolling for you.

REAL Country is located at;
4833 52 Ave High Prairie, AB T0G 1E0
780-523-3360- Fax

boom is located at:
#103 229 3rd Ave NS. Slave Lake, AB T0G 2A1
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