



# Target Your Radio Advertising with The Spirit of the West Radio Show with Hugh McLennan



“The Kamloops Cowboy Festival has been advertising with The Spirit of the West since the festival's inception in 1997 and has found it to be by far our best advertising tool.

The Festival is a non-profit society with a very limited budget. We do magazine ads, other radio ads and newspaper ads; none reach our clientele like The Spirit of the West. The ticket sales phone number starts to ring Sunday morning right after the show ends. We were so happy with past results, that for 2008 we ran a separate, 30-second spot in addition to our regular 60-second spot.” Mark McMillan, chairperson, Kamloops Cowboy Festival.

- ◆ **146,900 radio listeners each week (Bureau of Broadcast Measurement (BBM)) PLUS 60,000 Internet listeners each week at [www.hugh-mclennan.com](http://www.hugh-mclennan.com)**

- ◆ **Broadcast on 21 radio stations in BC, AB, SK, and US**

CFCW Edmonton and surrounding area Sat. 6 am, 5 pm  
CJDC Dawson Creek Sun. 10 am  
CJSN Shaunavon Sun. 2 pm  
CHAD 104.1 FM Dawson Creek Sat. 8 am  
CHET FM Chetwynd Sat. 8 am  
CHRB High River Sat. 10 am  
CIVH 1340 AM Vanderhoof Sat. 5 pm, Sun. 10 am  
CJKC Kamloops Sun. 6 am, Sat. 10 pm  
CKBX 100 Mile House Sun. 9 am  
CKCQ Quesnel Sun. 9 am  
CKLJ 96.5 FM Olds Sun. 8 am  
CKMX Calgary Sun. 11 am, Thurs. 12 am  
CKSW Swift Current Sun. 2 pm. Strong listener support from Saskatoon and surrounding area  
CKWL Williams Lake Sun. 9 am  
Cox Cable Dalhart Texas Sat. 5 pm  
KBFS AM Bell Fourche, South Dakota Sun. 7 am  
KRLC Lewiston, Idaho Sat. 8 am  
KYDT FM Sundance, Wyoming Sun. 7 am  
KZIN Shelby, Montana Sun. 9 am  
97.7CK FM Olds Sun. 8 am  
WLSC Loris, South Carolina Sat 8 pm

- ◆ **Broadcast on 21 radio stations in BC, AB, SK, and US.**
- ◆ **Economical. Net livestock producer rate (for the promotion of livestock sales) \$230 for 30-second commercial, \$380 for 60-second.**
- ◆ **Commercial net \$300/30 second; \$480/60 second.**
- ◆ **No additional cost for producing your radio advertisement, we do it all and provide you with an MP3 proof. For advertisers running a minimum 4-week consecutive campaign we will include your web link on the home page of [www.hugh-mclennan.com](http://www.hugh-mclennan.com) as value added for a negotiated time period.**

**For complete details and to book your advertising contact:**

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