

# Target Your Radio Advertising With



146,900 loyal, predominantly rural radio listeners each week (Bureau of Broadcast Measurement (BBM))

60,000 Internet listeners each week at [www.hugh-mclennan.com](http://www.hugh-mclennan.com)

Economical livestock producer rate: \$230/30 second commercial, \$380/60 second.

Commercial net rate: \$300/30 second, \$480/60 second.

Tax in addition.

No cost for producing your commercial and providing an MP3 for your listening approval prior to airing.

Run a 4-week consecutive campaign and your website will be linked to the home page of the show for a negotiated time period.

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

Contact Our Sales Rep ... any day/any time.  
Gloria Fantin, GA Fantin Services  
403-467-8361 [guspepe@telus.net](mailto:guspepe@telus.net)

## Radio Broadcast Schedule

### Alberta:

**CHRB 1140 AM**  
High River  
Saturdays 10 am  
[www.am1140radio.com](http://www.am1140radio.com)

**CFCW 840 AM**  
Edmonton & area  
Saturday 6 am &  
Sunday at 6 pm  
[www.cfcw.com](http://www.cfcw.com)

**CFCW 910 AM**  
Drumheller  
Saturday 6 am &  
Sunday 6 pm

**CKLJ 96.5 FM**  
Olds  
Sunday at 8 am  
[www.ckfm.ca](http://www.ckfm.ca)

### Saskatchewan:

**CKSW 570 AM**  
Swift Current  
Sunday at 2 pm  
[www.ckswradio.ca](http://www.ckswradio.ca)

**CJSN 1490 AM**  
Shaunavon  
Sunday at 2 pm

### British Columbia:

**CIVH 1340 AM**  
Vanderhoof  
Saturday at 5 pm &  
Sunday at 10 am

**CJKC Country 103 FM**  
Kamloops  
Sunday 6 am  
[www.country103.ca](http://www.country103.ca)

**CKCQ 100.3 FM**  
Quesnel  
Sunday 9 am & 7 pm

**CKWL 570 AM**  
Williams Lake  
Sunday at 9 am & 7 pm

**CKBX 840 AM**  
100 Mile House  
Sunday at 9 am & 7 pm

**CHET 94.5 FM**  
Chetwynd  
Saturday at 8 am  
[www.peacefm.ca](http://www.peacefm.ca)

**CHAD 104.1 FM**  
Dawson Creek  
Saturday at 8 am

**Moose CKFU 100.1 FM**  
Fort St John  
Saturday at 9 am &  
Sunday at 4 pm

**CFBX 92.5 FM**  
TRU Campus  
Kamloops, BC

### Montana:

**KZIN FM**  
Shelby  
Sunday at 9 am  
[www.k96fm.com](http://www.k96fm.com)

### Oregon:

**AM 1700**  
Albany  
Sunday at 10 am

### South Dakota:

**KBFS AM**  
Belle Fourche  
Sunday at 7 am  
[www.kbfs.com](http://www.kbfs.com)

### Wyoming:

**KYDT FM**  
Sundance  
Sunday at 7 am  
[www.kydt.com](http://www.kydt.com)

### Texas:

**Cox Cable**  
Dalhart  
Saturday at 5 pm