

COMMITTED to CHANGING the GAME



©CBS SPORTS
RADIO

Our Research Shows



- Listen to "Out of market" stations for news, talk and sports
- Listen to "current PTBO" stations

*42.5% of Adults
18+ are tuning to
Stations like
CBC, CFRB, FAN, 640
And 680 News*

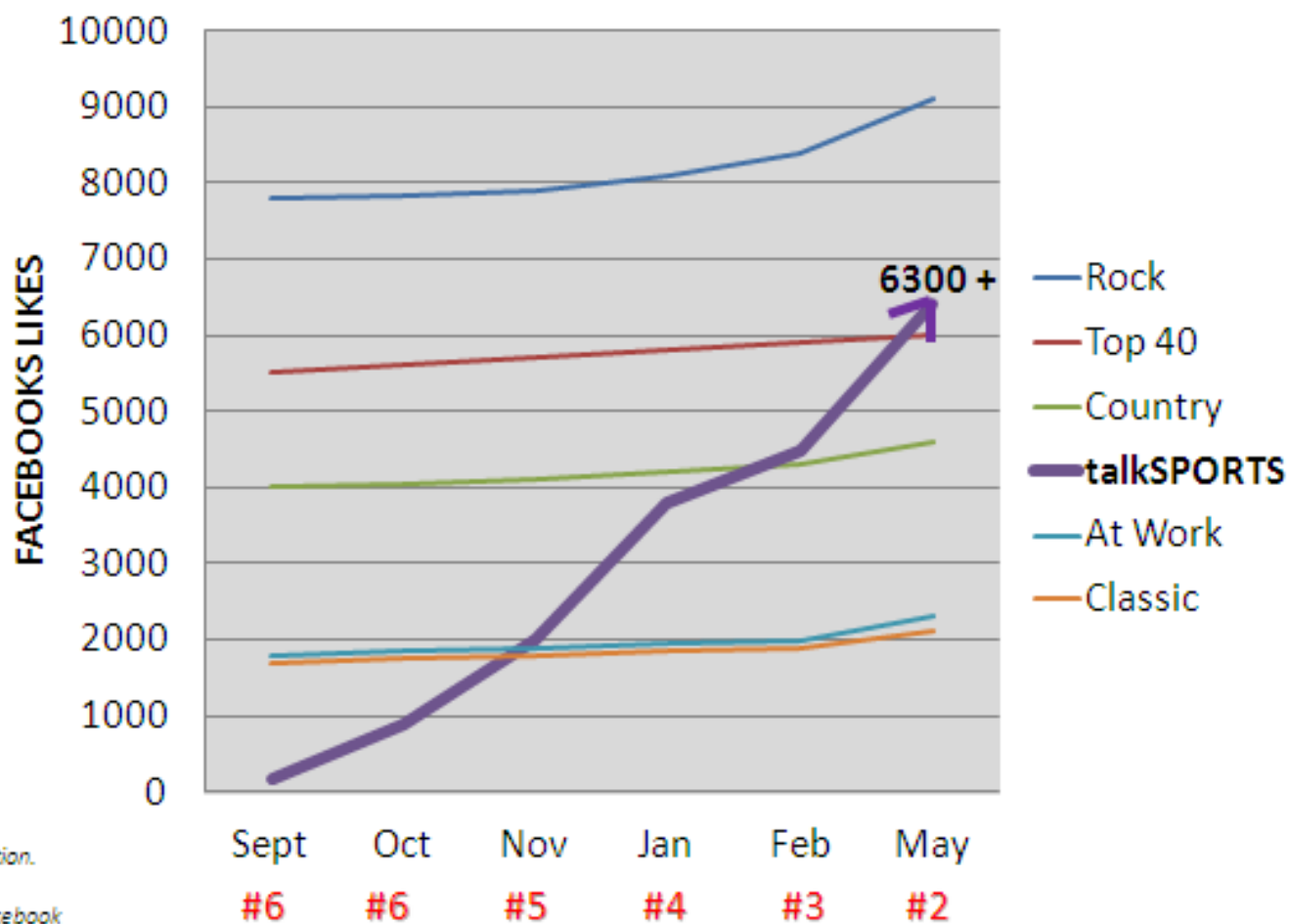
More than half said, "I want more news and sports" on the radio.
More than half said, "they currently **do not** listen to a local station.

Half of those **who do** listen to a local station also want **more** news and sports on the radio

So, we created a radio station to bring these listeners home to Peterborough! Now, you can reach this high income, highly educated audience.

Peterborough Radio Pacing

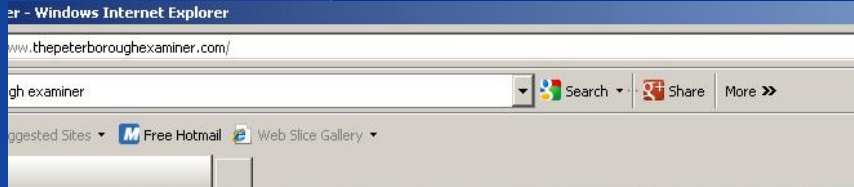
Social Media Growth



All of this is
PUBLIC information.

Reported by [Facebook](#)

MONDAY JUNE 2ND



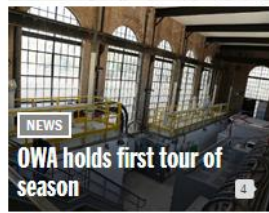
SPORTS

NLL 3-peat for Boro Boys



NEWS

Garden growing neighbourly togetherness



NEWS

OWA holds first tour of season



NEWS

Day of activities with a group of special cyclists



NEWS



SPORTS

Six qualify for OFSAA track meet

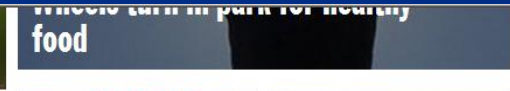


SPORTS

Kawartha Downs racing tentatively set for June 21

Kawartha Downs will open its harness facility for business on Monday with the opening night of racing tentatively set for June 21.

7



SPORTS

City men get eye-opener

Peterborough City men's soccer team got a rude welcome to the Ontario Soccer League's Central Premier Division Saturday.



SPORTS

Pagan women continue to roll

The Peterborough Pagans women continue to dominate the Toronto Rugby Union's Premier East Division thrashing Cobourg 72-19 in an away game Saturday.



SPORTS

Pagans sweep Brampton to go 3-0

The Peterborough Pagans improved to 3-0 with a 53-21 road win over Brampton to remain atop the Ontario Rugby Union Marshall Championship standings.



SPORTS

Lakers fall in Six Nations

The Peterborough Lakers suffered their first loss of the MSL season falling 10-5 to the Mann Cup champion Six Nations Chiefs Saturday at the Iroquois.



LIFE

Stop for a closer look

It is odd that no one writes about Ontario's historic telephone exchange buildings. There is one in almost every community, and most were built before



SPORTS

James Gang streak ends at seven



SPORTS

Saints bring home bronze



LIFE

The lures of 'Peterboro'

Peterborough is well known for its Lift Lock and its great fishing on the Otonabee River, but did you know this

Listener Lifestyle



AUTO

Drives an SUV and researches/shops for auto online

EVENTS

Buys tickets for pro sports, concerts, movies & shows

HOME

High-value property owner who spends on improvements

DINING & DRINKING

Frequents restaurants & enjoys beer & spirits

FITNESS

Has a gym membership & enjoys golf, swimming & skiing

TECH

Owens multiple devices: smart phones, laptops & tablets

RETAIL

Spends on clothing, shoes, sporting goods & athletic wear

FINANCE

Invests money, has a healthy credit rating & hires planners/advisors

THE SPORTS RADIO FAN: In It To Win It

- Loyal, passionate and dedicated to work, family, their teams and their radio station
- Homeowner with a solid job and discretionary income
- Works in management, owns a business, networks and is a community leader
- Constantly follows news and politics on the radio, TV and web

Three Great Advantages of Talk Radio

- It's a revenue friendly format
- Everything is for sale
- Everybody is a prospect

REMEMBER

EXTRA 90.5 provides Peterborough with can't miss content!

EXTRA 90.5 delivers your message across an innovative distribution platform!

EXTRA 90.5 connects your brand with the most influential and desirable consumers!

Peterborough's ONLY Foreground Radio Station

Active Listeners
NOT
Passive Listeners

*“What advertisers are striving for is listener user **engagement** with the advertising, and the thinking is that sports program content is something the listener or viewer is passionate about,” says **Kevin Gallagher**, executive VP at the Starcom advertising agency. **“They are engaged not only with the program but the commercials as well. That engagement carries through commercial breaks because the listener is not going to turn off the game and switch to something else if they are really into that game.”***

Hollywood Reporter

Peterborough's ONLY Foreground Radio Station

Listeners use
SPORTS
TO
Escape.

*Sports is the ultimate escapism vehicle," says **Chris Oliviero**, senior VP programming at CBS Radio. "No matter what's going on in somebody's life, they can take three hours to watch a game on Sunday and get away from all the negativity in the world. That's what sports talk does. It gives people that vehicle to just be a fan."*

Advertisers also like sports radio because it can be localized or regionalized to match up listeners with specific products or commercial pitches. Sports radio talent is usually available to personalize it even more by doing the commercials, including live reads that can allow for very topical content

Hollywood Reporter

EXTRA 90.5 SCHEDULE

PETERBOROUGH MORNING DRIVE	BEST OF	BEST OF
JOHN BADHAM SHOW	PTBO LAX	BEST OF
JOHN FENSTEIN SHOW	Hunter Angler	PTBO LAX
THE JIM ROME SHOW	PTBO SPORTS EXPRESS	BEST OF
THE DOUG GOTTLIEB SHOW		
PRIME TIME SPORTS WITH BOB MCCOWAN	BLUE JAYS	BLUE JAYS
PLAY BY PLAY – PETES / LEAFS / JAYS / JR LAKERS		
FERRELL ON THE BENCH	HUMBLE AND FRED	SUNDAY NIGHT BASEBALL

**EVERYTHING
IS FOR SALE.**

**WE CREATE FRESH
CONTENT DAILY.**

TIPS FOR SPORTS

**IN-GAME BROADCASTS ARE GREAT FOR BRANDING,
LOUSY FOR DIRECT RESPONSE**

SPORTS RADIO IS A GREAT PLACE TO REACH MEN –
A typical Sports Radio station has a 75%-95% male
audience base.

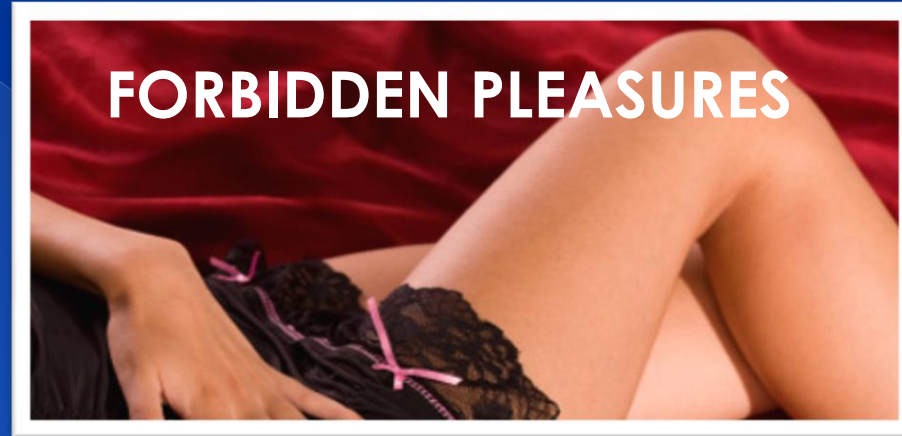
PROMOTIONS ABOUND – Sports Radio stations
have ways to promote your brand above-and-
beyond conventional advertising.

KEEP YOUR COPY FRESH – Sports fanatics are
typically focused on two things; the last game and
the next game.

FINAL SCORES ARE YOUR FRIEND – You may not buy
time during the actual games, but you can offer
10% off for every touchdown scored on Sunday by
the “silver and blue.”

YOU CAN SLAP YOUR NAME ON ANYTHING – For
the right price, your brand can sponsor the *Your
Brand Scoreboard* or the *Your Brand Traffic Report*
or the *Your Brand Weekly Picks*, live from the *Your
Brand Studios*.

IDEA



PETES SPONSOR: “The Forbidden Pleasures KISS CAM” – during the second period we say **“it’s time for the Forbidden Pleasures Kiss Cam”** then we play a tag:

Right now, many couples in the audience are giving each other a quick kiss for the camera. They’d be having a lot more fun if they had visited Forbidden Pleasures. Online at forbiddenpleasures.com and in the XYZ Plaza.

Other Ideas

- ◉ On Demand WRAP every day + promos.
- ◉ Be our “show expert” – lawyer?
- ◉ Studio Phone lines – the EXTRA PEPSI lines.
- ◉ Cruiser Sponsor?
- ◉ A station within a station?
- ◉ Sunday FOOTBALL Coverage.
- ◉ People Poll Question.
- ◉ Community Partners