



RATES AND ADVERTISING OPPORTUNITIES

About the LambtonLIVE! Facebook Radio Show

Each show is pre-recorded live to tape and produced over the previous week.

RADIO STYLE PROGRAMMING AND MUCH MORE

- Unlike traditional radio where audio-only ads are played for seconds then gone forever, *LambtonLIVE* ads/features are showcased for a full week
- Ads are website archived by sponsor name for perpetual public access
- Ads and feature interviews may be exported for use on sponsor webpage
- Ads/features appear in-program as well as on the Facebook page of LambtonLIVE!

LAMBTON-WIDE REACH AND LONGEVITY

- Our reach is to more than 120,000 from Grand Bend to Sarnia, Petrolia and beyond.
- Extraordinary value for very low pricing
- Thanks to 'shares' by viewers, your add reach is extended infinitely and indefinitely.
- The show airs whenever convenient for the viewer/listener

SIGHT AND SOUND

- Your feature is visual as well as audible with images or video YOU provide. Our website also showcases advertisers by sponsor name for easy access/re-play on our website.

SPECIAL INTRODUCTORY RATES*

(flat rates, no cost per click or view)

ITEM	COST	DETAILS
30 sec spot	\$29	Per 30 sec spot
15 sec spot X 2	\$39	2X15 sec spots
Show Intro / Extro Placement	\$49	Within first/last minute
Show Title Sponsor	\$69	Tags (2) plus 30 sec spot "Today's show brought to you by"
Feature Sponsor - 1 show	\$149	5 minute live to tape interview plus visuals and 2 X 30 sec spots
Feature Sponsor - 2 shows/mo.	\$119 ea.	5 minute live to tape interview plus visuals and 2 X 30 sec spots
Feature Sponsor - 4 shows	\$99 ea.	5 minute live to tape interview plus visuals and 2 X 30 sec spots
Ad placement post on our Facebook Page 492X492px	With 30 sec in-program ad: \$19 Without an in-program ad: \$29	A great way to support you on-air ad.

*Ad production included if required. Programming adjacency on first-booked basis.

All orders must be prepaid by credit card at the time of placement and placed 7 days in advance of show date.

About Feature Sponsorship

By using our feature service, you can tell your story in one segment or a series, via up to 4 segments in one month. An effective approach is to provide an **Ask the Expert** or **Tips and Tricks** content format. We will canvass listeners for their questions on the show prior to your segment and via our Facebook page.

Contact Us to Discuss Your Programming and Advertising Goals

Ned Courtney: Info@LambtonLive.ca | 226-972-7805



RATES AND ADVERTISING OPPORTUNITIES

LambtonLIVE! - Show Features		
FEATURE SEGMENT	INFO	COST FOR SPONSORSHIP
Free Split the Pot Cash Draw Contest	\$2 from each ad is added to the Jackpot. Jackpot is shared between the winning name and 1 charity in Lambton. Includes 30 sec spot, Logo tag on FB posts (4). Winner must email within 10 minutes of show to win or, the jackpot grows. Great listenership booster. Donate a merchandise prize for the draw and receive a 10 sec. thank you spot.	<u>Early Bird Draw:</u> \$149/show <u>Draw Title Sponsor:</u> \$199/show
Boosted Posts	More than 120,000 reaches/boost. Sponsor logo and web URL included. Programming features (e.g. 50-50 Draw) are highlighted in boosted posts.	\$59/boost
Charity Profile	Show your support by sponsoring this segment. 15 sec in and out plus logo	\$49
Ag Update	The week's ag headlines 15 sec in and out plus logo	\$39
Lambton's Got Talent	Celebrate the best of Lambton's Talent 15 sec in and out plus logo	\$59
Community Calendar & Lambton News	Local news folks can use 15 sec in and out plus logo	\$39
Best Wishes Segment	Birthdays, Anniversaries, Congrats: entrants submit photo and greeting. 15 sec in and out plus logo	\$49
LAMBTunes	Local professional musicians, entertainment venues 15 sec in and out plus logo	\$49
Arts and Laughs	Artisans, Crafts and Family Fun Happenings 15 sec in and out plus logo	\$39
Mix and Match	Choose any two of the above, save 15%	Save up to \$52 per week!

Sample Ad Posts

50 Lambton **LIVE** **50**
FREE 50-50 DRAW

Brought to you by:

www.ABCCo.com

YOU could win!
Lambton Charities WILL Win!

Monthly entry is automatic when you register.
www.LambtonLIVE.ca

Lambton's **GOT**
TALENT

YOU KNOW YOU WANT TO!

Brought to you by:

www.ABCCo.com

Details at:
www.LambtonLIVE.ca

Contact Us to Discuss Your Programming and Advertising Goals

Ned Courtney: Info@LambtonLive.ca | 226-972-7805