

ADVERTISING BENEFITS

life 100.3
ontario's christian superstation

01

UNIQUE FORMAT

No other radio station in Central Ontario plays Christian music. The music on other radio stations is often duplicated by competing stations, but Christian music is only available on LIFE 100.3 and our repeater stations.

02

LISTENER LOYALTY

Listeners have an emotional connection with LIFE 100.3 and our announcers. They tune in regularly, build bonds with on-air personalities and trust the information they hear which makes them more likely to respond to your message.

03

ENGAGED IN
THE MESSAGE

Music stations are sometimes considered a background medium. Because LIFE 100.3 plays message-oriented music, our audience is more engaged. When the audience is in a more attentive state, segueing from music to commercials does not require the same mental adjustment as it does on other music stations.

04

A CONSISTENT
STRATEGY

- 1. Attract New Customers.** As lifestyles and buying habits change, the consumer may not have considered your product or service previously, and may now be a prime customer.
- 2. Stay Competitive.** Only so many customers in the market are ready to buy at any one time. You must advertise to keep or expand your market share.
- 3. Invest In Success.** When you communicate repeatedly with the consumer throughout their decision-making process, your business name is fresh on their minds when they decide to buy.

BARRIE 100.3

PETERBOROUGH 89.3

OWEN SOUND 90.1

HUNTSVILLE 98.9