



VERNON & DISTRICT
PERFORMING
ARTS CENTRE
SOCIETY

VENDOR PROGRAM



MARKETING STRATEGY FOR EVENTS & PERFORMANCES

RADIO MARKETING BENEFITS

Radio is flexible. Radio has tremendous reach. Radio enables quick creative turnaround. Radio is influential. Radio improves brand awareness. Radio creates top-of-mind. Radio is the “Anywhere, Anytime” medium. Radio enhances alternate marketing platforms such as: SEO/SEM, Social Platforms and Website Traffic



Display Advertising

FOOD IS LOVE
Breakfast - Poutine
Wraps - Street Food
Sweets

VERNON MATTERS SECTIONS NEWS COMMUNITY CONTESTS RADIO VIP CLUB Listen Live

POWERED BY BEACH RADIO 107.5

BIG CROWD EXPECTED
Public gets chance to air concerns
16h ago

Another storm on the way, snow warning issued
NORTH OKANAGAN

MAJOR FIRE
Canadian Tire fire appears to be deliberate act: RCMP

PEOPLE'S PARTY PICKS NORTH OKANAGAN SHUS
People's Party picks North Okanagan Shuswap candidate

VERNON MATTERS

6 Benefits Of Digital Display Advertising

- Display advertising gives your brand a visual identity.
- Display ads create initial interest & build brand awareness.
- You can target your preferred audience.
- Direct Click Through to Website
- Success is easily measured.
- Display ads are cost-effective.

PAIRING RADIO AND DIGITAL

Integrating digital into your marketing only magnifies your commercials and makes them work harder!

Customers today interact with businesses across various touch points before they make a decision on a product or service. They might hear an ad on the radio and then see one on Vernon Matters, or Facebook for example.

These multiple touch points help customers remember and recognize your brand. They work together to create a lasting impression in the minds of consumers so that when the time comes for them to decide, they feel more inclined to go with the business they feel familiar with.

Building this brand awareness can help boost sales and encourage repeat purchases and word of mouth referrals.

By combining radio and digital advertising, you will also boost the frequency with which your target audience will encounter your ad.

Expanding your reach makes it easy to also build your brand recognition. You get your name in front of a growing number of potential customers, which can then increase your market share in the community.

Using radio and digital advertising together increases the impact of each channel. It makes it easier to reach people across multiple platforms, enticing them to learn more about your business and increasing recognition.



VENDOR PROGRAM



Nice to meet you! As a friend of the Vernon and district performing arts center society, Beach Radio would like to extend a premium promotion package for marketing your event or show!



You will receive a 50% discount on all rates and digital ads



You will receive a weekly marketing package as follows:

20 X 30 second commercials with a digital banner ad on Vernon Matters.

On Air Interview – Based on availability and programming approval



Weekly Vendor Program Price: \$600.00 plus tax

Regular Cost: \$1350 Net

**You can book multiple weeks





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CONTACT INFO

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SUMMARY AND CAMPAIGN APPROVAL

We value and appreciate your confidence in Pattison Media Okanagan!
Your signature authorizes commitment to the outlined annual campaign schedule.

Total Contract Amount: \$ _____ **Net**

Business Name: _____ Authorized By: _____
Date: _____

New advertisers must pay the first month's invoice (plus applicable tax) in advance by cheque or credit card prior to the start date of the campaign.
Visa and MC are accepted. EFT is also accepted for payment.

Cancellation Policy: 4 weeks written notice for cancellation.
Moving campaign: 2 weeks written notice
Revisions Policy: 48 hours turnaround for revisions to your contract.
72 hours for revisions to your creative.

Payment terms are net 30 days. Ongoing clients have the option of pre-authorized credit card payment.
Payment instructions must be established at signing of this contract.

ANNUAL AND VOLUME RATES ARE BASED ON 52 WEEKS. ANY CANCELLATION PRIOR TO AGREED COMMITMENT ARE PRO-RATED AND INVOICED ACCORDINGLY.

INITIALS:



CREDIT CARD AUTHORIZATION

Visa or Mastercard ONLY

Please Authorize and sign the following expenditure:

Business: _____

One Time Billing Amount: \$ _____

Monthly Billing Amount: \$ _____

Mastercard ____ Visa ____

Card# _____

Expiry Date _____

Security Code _____

Card Holder's Name _____

Card Holder's Telephone _____

Card Holder's Signature _____