

# Health without Borders RADIO

## ADVERTISING GUIDE



### Healthcare product and policy forum

*Health without Borders RADIO* is the hub for news and views healthcare consumers can use to navigate the exciting new world of independent healthcare options.

Brought to you by the Canadian Independent Medical Clinics Association

(CIMCA), *Health without Borders RADIO* airs Saturdays at 5 pm on CFUN. Or, listen online at: [www.cfun.com/listenlive.asp](http://www.cfun.com/listenlive.asp).

### Informative and entertaining radio personalities

Hosts John Collison and Zoltan Nagy profile the pioneers and innovators of Canada's entrepreneurial healthcare industry.

**John Collison** is a writer, producer and broadcaster with over ten years experience hosting news, sports, business and hot talk radio programming across Canada and the United States.

**Zoltan Nagy** is the Executive Vice-President of CIMCA and General Manager of the Specialist Referral Clinic with a background in marketing of health services.

### Connecting your company to consumers

*Health without Borders RADIO* will help you tell and sell your company's story to consumers of independent healthcare services.

Canadians are opening up their minds and wallets to private medicine but don't know where or who to turn to – be there when they do!

- **Position** yourself as the expert on healthcare products and services to consumers tuned in to private healthcare.
- **Reinforce** key messages with an exclusive editorial opportunity to tell the full story on your product or service.
- **Stand apart** from your competitors. Turn our listeners into your clients.



Over 100,000 listeners

50,000 monthly online visitors

### Radio reach:

- BC Lower Mainland
- Northern Vancouver Island
- Squamish, BC
- Bellingham, Washington

### Audience profile:

- 35 plus
- 64% Female
- 36% Male
- Highly educated (68% with a post-secondary degree)
- 41% are owners, managers and professionals
- Incomes of \$60,000 and up

# Health without Borders RADIO

## Advertising and Sponsorship Opportunities

<b>Five-Minute Interview</b>	\$400 each \$350 each \$300 each	for 1 to 5 interviews for 6 to 10 interviews for 11 plus interviews
<b>Ten-Minute Interview</b>	\$750 each \$650 each \$550 each	for 1 to 5 interviews for 6 to 10 interviews for 11 plus interviews
<b>1 x 30 second commercial / week</b>	\$980	per 14-week run
<b>2 x 30 second commercials / week</b>	\$1,820	per 14-week run
<b>3 x 30 second commercials / week</b>	\$2,520	per 14-week run
<b>4 x 30 second commercials / week</b>	\$2,800	per 14-week run
<b>Promo Tags (10 sponsor promos run week before show) &amp; Intro / Extro (sponsor name opens and closes show)</b>	\$2,100 \$3,500 \$5,200	per 14-week run per 28-week run per 52-week run

<b>Marquee Sponsor Package</b>	<p>Ten 30-second promo ads during the week before the show</p> <p>Two 30-second company ads per show (<i>production included</i>)</p> <p>One 15-second 'marquee intro' opening the show that features sponsor</p> <p>One 15-second 'marquee extro' closing the show that features sponsor</p> <p>Two live host plugs per show</p> <p>Banner ad in <i>Health Frontiers</i> e-newsletter: 10,000 subscribers</p> <p>Banner ad on <a href="http://www.cimca.ca">www.cimca.ca</a>. (<i>Peak 15,000 hits per day</i>)</p> <p>\$500 credit toward a print ad in <i>Healthcare Frontiers</i> magazine:</p> <ul style="list-style-type: none"> <li>o 85,000 copies inserted in the <i>Calgary Sun</i></li> <li>o 9,000 copies inserted in the <i>Globe &amp; Mail (greater Calgary)</i></li> </ul> <p>MP3 copy of show included</p>
<b>Your Investment</b>	\$390 per week (minimum 14-week campaign) = \$5,460

Client approval: \_\_\_\_\_

Date: \_\_\_\_\_