Dotabia

Toronto Association of Business Improvement Areas



GROW YOUR BUSINESS WITH INDIE88



Broadcast Campaign



Each week, Indie88 reaches over 500,000 listeners. Engage with them through our 30-second broadcast commercials to position Your BIA as the ultimate destination for locals and visitors alike.

Daypart	Rotation	Frequency	Rate per 30-second spot
Breakfast	Monday - Sunday 5:30 AM - 10 AM	10	\$55
Day	Monday - Sunday 10 AM - 3 PM	10	\$55
Drive	Monday - Sunday 3 PM - 8PM	10	\$55
All Week	Monday - Sunday 5:30 AM - 12AM	10	\$55

xample of what your broadcast schedule could look like



Broadcast Campaign



Whether you're promoting local businesses, events, or community initiatives, let Indie88 be your megaphone to amplify the voice of Your BIA to a vast and engaged audience

Daypart	Rotation	Frequency	Rate per 15-second spot
Breakfast	Monday - Sunday 5:30 AM - 10 AM	10	\$35
Day	Monday - Sunday 10 AM - 3 PM	10	\$35
Drive	Monday - Sunday 3 PM - 8PM	10	\$35
All Week	Monday - Sunday 5:30 AM - 12AM	10	\$35

Example of what your broadcast schedule could look like



Digital Pre-roll Advertising



Digital Pre-Roll is the 15 second advertisement that runs directly before the music starts when you press play on the digital live stream. Your BIA will have the captive attention of our listeners at the beginning of their listening experience with Indie88.

Your Business Improvement Area can earn over **30K online impressions** with **20% share of audio pre-roll** each week

Click Here to Watch Pre-roll Preview





Contextual Sponsored Content

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INDIE88 COM

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#NorthernKeepVodka



Contextual Sponsored Content Example

Sponsored Content on Indie88.com includes:

- Partner tags on Instagram, Facebook & Twitter boosted posts.
- Your BIA name, claim, and logo embedded into the content.
- Dedicated large-format banner ads on the content for duration of the campaign. •



Sample Ad Placements on sponsored content on indie88.com

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300x250

728x90

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Sponsored content and banner advertising on Indie88.com offers...

- **Price –** direct buy rates are competitive, consistent for both new & established clients, and tailored to maximize impact of each campaign.
- \Rightarrow Placement - Indie88 publishes 6-8 news pieces every day, and 2-3 features per week, so banner ads are placed on fresh, timely content.
- **Delivery –** delivered impressions will meet or exceed the buy. We offer a make-good promise when our traffic does not reach projections.
- \bigcirc Fidelity - Indie88.com is an independent hub for new music, local lifestyle stories, and pop-culture content. Branded content guarantees placement alongside engaging and relevant stories.





SUPERFRIENDS NEWSLETTER





Superfriends is Indie88's online listener club. Listeners can sign up for free at any time for weekly chances to win exclusive prizes, concert announcements, access to event presales, etc. There are over 38,000 Superfriends and counting! 23% Open rate



Campaign Breakdown



	30-Second Broadcast Commercials	\$55 + HST per commercial
	SO-Second broadcast Commercials	\$55 + hst per commercial
Broadcast Campaign – 100x 30 second Commercials <u>\$7500 +HST</u> Spring Sale ends May 17 th , 2024 \$3250 + HST	15-second Broadcast Commercials	\$35 + HST per commercial
Broadcast Campaign – 100x 15 second Commercials \$4500 +HST Spring Sale ends May 17 th , 2024 \$2250 + HST	Digital Pre-roll Advertising – 20% share 15-second commercials	\$350 + HST per week
Broadcast Campaign – 500x 15 second Commercials <u>\$22500 + HST</u> Spring Sale ends May 17 th , 2024 \$8750 + HST	Contextual Sponsored Content on Indie88.com	\$1750 + HST
	100,000 Digital Advertising Impressions - Combination of Big Box, Leaderboards, Mobile Ads	\$800 + HST
	Superfriends Newsletter Inclusion	\$350 + HST per week



SHOP INDIE

BUY LOCAL, FEEL GOOD



Jeremiah Braithwaite jeremiah@indie88.com 647-787-4285