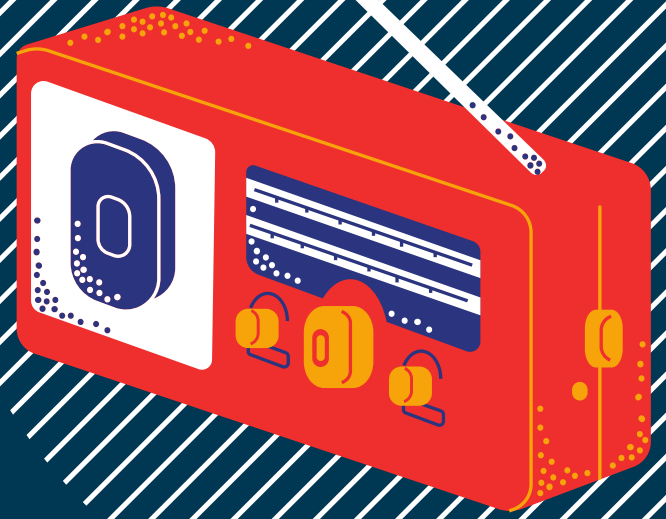


Q101.1

Merritt's Greatest Hits



MEDIA KIT

INTRODUCTION



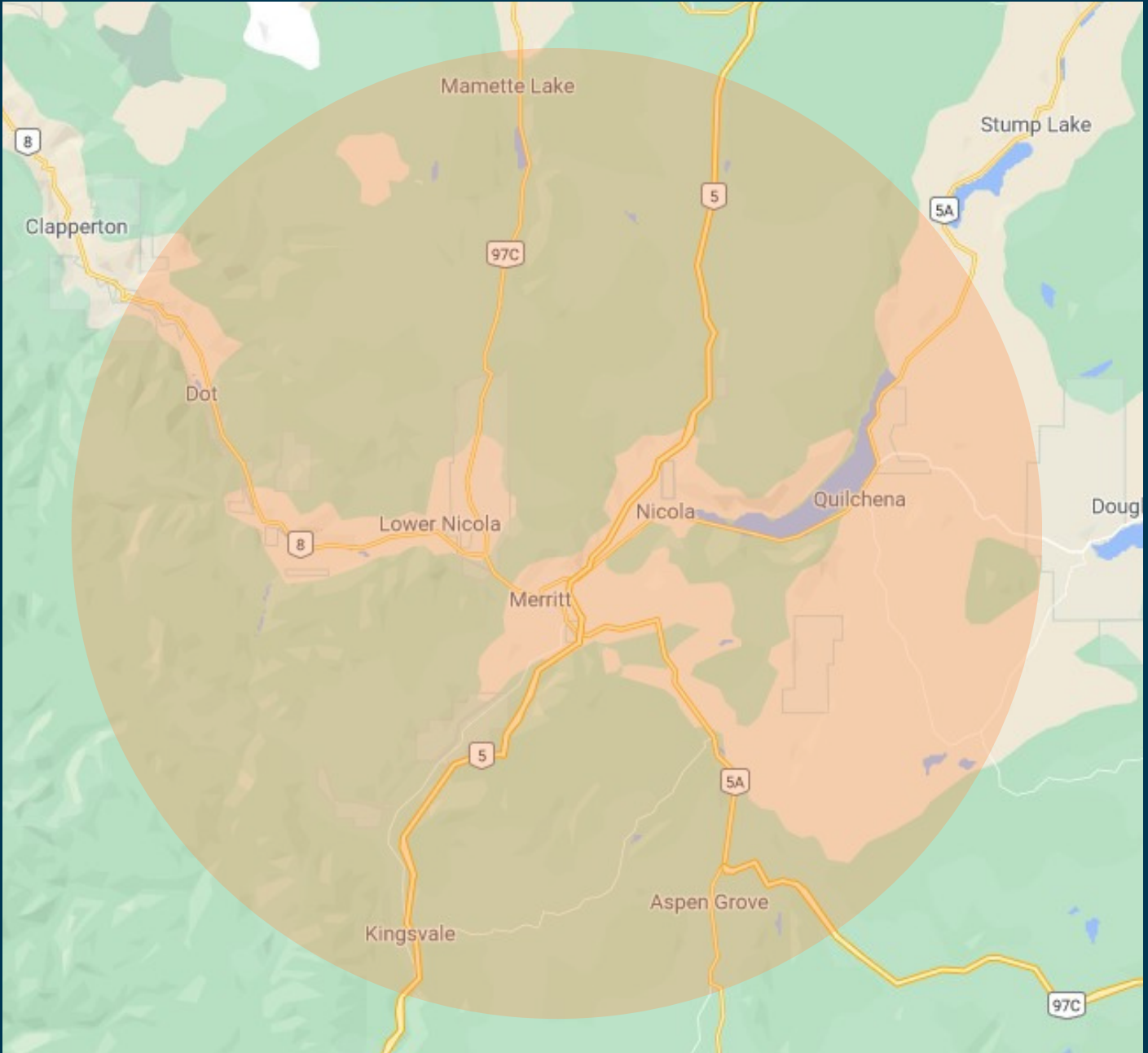
Q101, the prominent voice of the Nicola Valley, serves as the primary hub for daily news, information, entertainment, and social engagement for the approximately **15,000 residents of Merritt and its surrounding areas**. Strategically located at the crossroads of the Coquihalla and Okanagan Connector Highways, Q101 captures the attention of over 25,000 daily commuters.

Dedicated exclusively to the Nicola Valley, Q101's broadcast hours are filled with compelling content, including **live full-season play-by-play broadcasts of the BCHL's Merritt Centennials, 10 daily newscasts, immediate coverage of breaking news, frequent road and weather reports, extensive community event coverage, and a music** format with broad appeal.

With a robust social media presence boasting **5,000+ followers** and active engagement online, Q101 further leverages its reach through **Q101.ca**. Advertisers benefit from continuous opportunities to inquire about the lifestyle and shopping habits of the audience, providing valuable insights in the absence of Numeris metrics.

Merritt, positioned at the forefront of sustainable energy investments, such as the **\$250 million co-gen wood-waste electricity generating facility**, showcases a community with financial capacity. The median household income of **\$62,544**, reported by **5,984 residents** over the age of 15, underscores the town's economic stability. Recent enhancements to healthcare facilities, and emergency services, investments in the BC's largest indigenous-focused college (NVIT campus), and a revitalized approach at City Hall position Merritt for continued success.

COVERAGE MAP



REMOTE RATES



Q101 On-Location at your Business

4 Hours Remote Includes:

- 12 x 60sec Live Broadcast, i.e 3 spots per hour
- 10 Pre On-Location Promotion Commercials
- 20 x 30sec commercial the week before
- Ideal for Sales Event, Seasonal Clearance

Total Investment: \$829



2 Hours Weekday Remote Includes:

- 6 x 60sec Live Broadcast, i.e 3 spots per hour
- 10 Pre On-Location Promotion Commercials
- 20 x 30sec commercial the week before
- Ideal for Grand Opening, New ownership

Total Investment: \$629



Pattison
Media



Pattison Media Ltd. is a proud Employer Partner of the Canadian Center for Diversity & Inclusion. Together our mission is to be more inclusive, free of prejudice and discrimination, and to generate awareness, dialogue and action in all of our workplaces. Our goal is to ensure diversity is embraced as an asset, not an obstacle.

RATE CARD



<u>Commercials</u> <u>Per Week</u>	<u>Prime-Time</u> (6a-7p)	<u>ROS</u> (6a-11:59p)
30 sec Commercials	\$28 per commercial	\$25 per commercial
60 sec Commercials	\$40 per commercial	\$35 per commercial
15 sec Commercials	\$20 per commercial	\$17 per commercial



All Rate are Before Tax

Max Patel

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