

Summer Promotions

Built on trust. Rooted in family. Part of the summer routine.



Summer is big for Shine listeners. They are in the car, in the yard, on the deck, running errands, and moving through the routines of family life with Shine as part of their day. The businesses they hear with us are not just advertisers - they are part of the Shine community. These two summer opportunities help your brand show up in a way that feels familiar, positive, and trusted.



#1 Fill Your Fridge

Community Impact Sponsorship

Put your name on a feel-good story that blesses a local family.



#2 Summer Sizzler BOGO

Double Frequency

Buy one message and receive a matching message free on your chosen schedule.

This is your opportunity to shine.

Fill Your Fridge

Community Impact

\$500 Groceries



Be the business that helps a family fill their fridge this summer.

Groceries have never cost more, and Alberta families feel it every single week. Fill Your Fridge puts \$500 of groceries into a local fridge, and your business gets the credit. It is a meaningful way to show up with Shine and be connected to a moment of relief, gratitude, and community care.

Fill Your Fridge value at a glance

200

x :30 commercials

Scheduled 6 a.m. to 12 a.m., Monday to Sunday, on your schedule.

170+

free promos

Produced promotional name mentions across seven full weeks.

Also included with the sponsorship

- ✓ Live on-air name mentions from personalities Calgary and Edmonton listeners know and trust
- ✓ Your logo and back link on the contest page, where every entry lands
- ✓ Social media recognition plus your logo and back link on our Advertiser Listing
- ✓ A feel-good community connection that positions your brand as part of the Shine family

Why community alignment works

Shine advertisers are part of the trusted, family-focused community listeners welcome into their summer routine.

Summer Sizzler BOGO

Summer Bonus

Buy One • Get One Free



Buy one message, receive one matching message free. All summer.

This is one of our strongest summer offers, and it is simple: when you buy a commercial schedule, we match it with bonus airtime at no additional cost. Use it on Shine FM, The Light, or a combined schedule - whatever best fits your audience. During a season when many advertising schedules slow down, you stay present in the routines that matter: driving, backyard afternoons, errands, and family time.

What makes this offer work:



Choose your station

Run on Shine FM, The Light, or combine both based on your goals.



Every length qualifies

:15s, :30s, and :60s. Build the schedule that fits your message.



Two-for-one frequency

Radio works through steady, trusted repetition - and this doubles your presence.



Bonus web presence

Your business listing and link on the Advertisers page at ShineFM.com.



Runs June through August

Stay part of the summer routine so fall starts strong, not from zero.



Limited summer inventory. Reserve early.

When BOGO inventory is claimed, the offer closes for the season.

This is Your Opportunity to Shine.

Your audience is still listening - in the car, in the yard, and through the routines of summer.

**1**

Pick your opportunity

Fill Your Fridge for community connection, Summer Sizzler for added frequency, or build a package that includes both.

2

Reserve your spot

Tell me which package fits your goals and I will hold your spot while we build your schedule.

3

Stay part of their summer

Your commercials are produced, your schedule is set, and Calgary hears your name as part of the Shine community all season.



See full details and current promotions:

jodimorel.com/current-promotions

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