



CALGARY • EDMONTON • RED DEER

SEND YOUR KIDS TO CAMP



A feature campaign for local summer camps, built with Shine FM



LEARNING • GROWING • SHARING

SUMMER CAMP IS A FAMILY DECISION

Parents Are Already Planning Their Summer

Long before the bell rings on the last day of school, parents are already researching camps, comparing programs, and deciding where their kids will spend their summer. They're making that decision while listening to the station their whole family already trusts — giving your camp a direct line into that conversation, at exactly the right moment.

- **150,000+** Family listeners reached weekly across Calgary, Edmonton & Red Deer
- **89–94%** Of our audience is age 35+ — parents and grandparents making the call
- **83–90%** Trust the advertising they hear on Shine FM



WHY SHINE FM

One Family Voice. Five Markets Across Alberta.

Shine FM is safe, family-friendly, inspirational Christian music — the station parents choose to have on in the car, at home and in the background all summer long. That's an audience already leaning in, already listening, already trusting what they hear.

CALGARY

Shine FM 88.9

84,264

monthly listeners

28.3 hrs/week

72% women · 89% age 35+

EDMONTON

Shine FM 105.9

48,860

monthly listeners

25.1 hrs/week

74% women · 94% age 35+

RED DEER

Shine FM 90.5

18,564

monthly listeners

31.7 hrs/week

92% age 35+

Source: Harris Poll Canada, Oct–Nov 2025

THE CAMPAIGN

Built Around Learning, Growing & Sharing

Every camp package is built around one goal: getting your camp in front of parents, again and again, in the weeks that matter most.

1

50 :30 Commercials

25 spots 6a–12a plus 25 run-of-schedule, so your camp is heard all day, every day of the flight

2

Live On-Air Mentions

Our hosts talk up your camp live, in their own words — the kind of endorsement listeners trust

3

Contest Page Placement

Your logo and camp registration featured on the Send Your Kids to Camp contest page

4

Social Media Mentions

Additional reach with your camp featured across our social channels





LET'S GIVE KIDS A SUMMER OF LEARNING, GROWING & SHARING

Custom camp packages across Calgary, Edmonton & Red Deer — built around your program, your dates, and the families ready to sign up.

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SHINE FM 88.9 CALGARY • 105.9 EDMONTON • 90.5 RED DEER