



RPC Launch Station Promotional Commitment

Radioplayer Canada is a free app that gives Canadians access to more than 400 radio stations from all across the country, in every music and talk format, in both official languages. The App puts hundreds of great radio stations at your fingertips on mobile, tablet, desktop, and in-car.

Radioplayer allows Canadian radio broadcasters to compete on content and collaborate on technology. As a participating station, you will join in promoting Radioplayer Canada using our greatest assets – our airwaves, our talent, and our collective market coverage.

Promotional Support – Launch (First 90 days)

1. Local Produced Promos: Each radio station in the Radioplayer Canada partnership is required to run 28 produced promos per week (Monday to Sunday, 6am to 12am). These promos should be produced locally to best reflect the station brand. Sample promo scripts are found here: <http://www.support.radioplayer.ca>.

2. National Brand Spots: Based on available inventory, each station is required to air 21 commercials per week promoting Radioplayer Canada (not brand specific). Fully produced 30-second brand spots that match the TV creative are available here: <http://www.support.radioplayer.ca>.

3. Station Imaging: Each station is required to run one piece of station imaging per hour, all week, promoting their availability on Radioplayer Canada. These can be done in the form of legal IDs, or in any manner that the station wishes. Script available at <http://www.support.radioplayer.ca>.

4. Digital and Social Media: Each station is asked to featured at least 5-7 posts per week, in accordance with the best practices found here: <http://www.support.radioplayer.ca>.

5. Announcer Support: Each station is asked to have their on-air hosts provide personal endorsements on the app, their use of it, and the station presence on it. RPC Key Messaging document is available here: <http://www.support.radioplayer.ca>.

Promotional Support – Sustain Phase (post launch phase, ongoing)

1. Produced Promos: 21 promos per week (M-Su 6am-12am)
2. Station Imaging: one imaging piece per hour (24 hours per day, all week)
3. Digital and Social Media: 5-7 posts per week
4. Announcer Support: ongoing, as outlined above

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