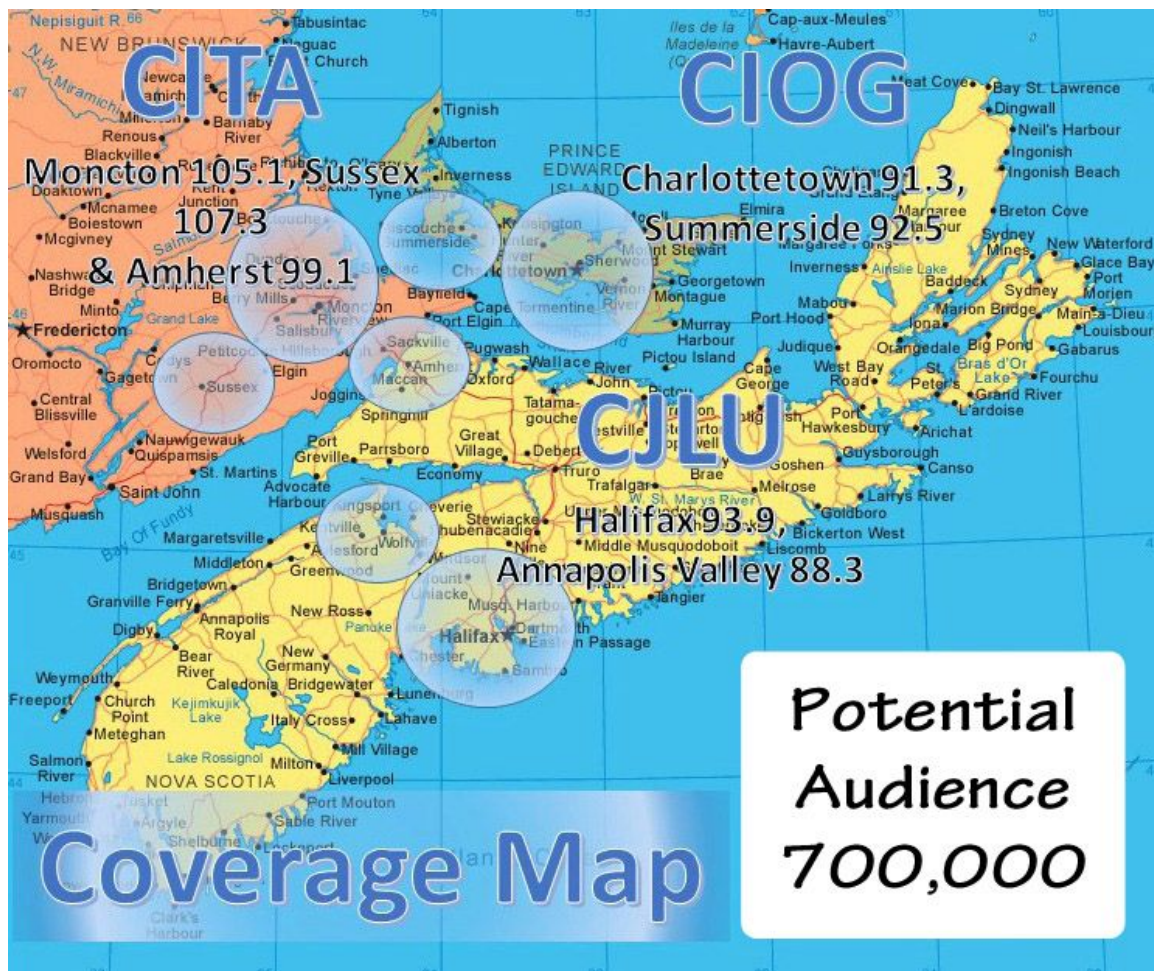




Harvesters FM - CJLU, CITA, & CIOG
645 Pinewood Rd., unit 4, Riverview, NB, E1B 5R6
872-2901, 1(855)862-2901 Toll Free (506)872-2234 Fax
President: Dr. Jeff Lutes,

MEDIA KIT AND RATE CARD



www.harvesters.fm

Harvesting the Best in Christian AC Music and Bible Programing

“Broadcasting the Gospel with Excellence”

CALL LETTERS, FREQUENCIES AND WATTAGE

CJLU	CITA	CIOG
Launched - 2005 <u>Halifax, NS</u> Frequency - 93.9 FM Power - 2,000 Watts <u>Annapolis Valley, NS</u> Frequency - 88.5 FM Power - 300 Watts	Launched - 2000 <u>Moncton, NB</u> Frequency - 105.1 FM Power - 800 Watts <u>Amherst, NS</u> Frequency - 99.1 Power - 50 Watts <u>Sussex, NB</u> Frequency - 107.3 FM Power - 50 Watts <u>Bouctouche, NB</u> Frequency - 107.7	Launched - 2008 <u>Charlottetown, PE</u> Frequency - 91.3 Power - 250 Watts <u>Summerside, PE</u> Frequency - 92.5 Power - 250 Watts

Rate Card for Harvesters FM - CJLU, CITA & CIOG (30 sec.)

Time Period- Classification	Hours	Rate 30 Sec. Commercial
Prime A - Breakfast	6 a.m. – 9 a.m.	\$42.00
Prime B - Drive	4 p.m. – 7 p.m.	\$39.00
Off Peak – Midday	9 a.m. – 4 p.m.	\$31.00
Off Peak – Evening	6 p.m. – 10 p.m.	\$28.00
Weekend	7 a.m. – 10 p.m.	\$20.00

For 60-second commercials multiply by 1.75

Rate Card for Harvesters FM - CJLU, CITA & CIOG (60 sec.)

Time Period- Classification	Hours	Rate 30 Sec. Spot
Prime 1	7 a.m. – 10 a.m.	\$73.00
Prime 2	4 p.m. – 6 p.m.	\$68.00
Off Peak – Day	10 a.m. – 4 p.m.	\$54.00
Off Peak – Evening	6 p.m. – 10 p.m.	\$49.00
Overnight	7 a.m. – 10 p.m.	\$35.00

For 45-second commercials multiply by 1.25

Rate Card for Harvesters FM - CJLU, CITA & CIOG (45 sec.)

Time Period- Classification	Hours	Rate 30 Sec. Commercial
Prime A - Breakfast	6 a.m. – 9 a.m.	\$52.50
Prime B - Drive	4 p.m. – 7 p.m.	\$48.75
Off Peak – Midday	9 a.m. – 4 p.m.	\$38.75
Off Peak – Evening	6 p.m. – 10 p.m.	\$35.00
Weekend	7 a.m. – 10 p.m.	\$25.00

For 15-second commercials multiply by 0.5

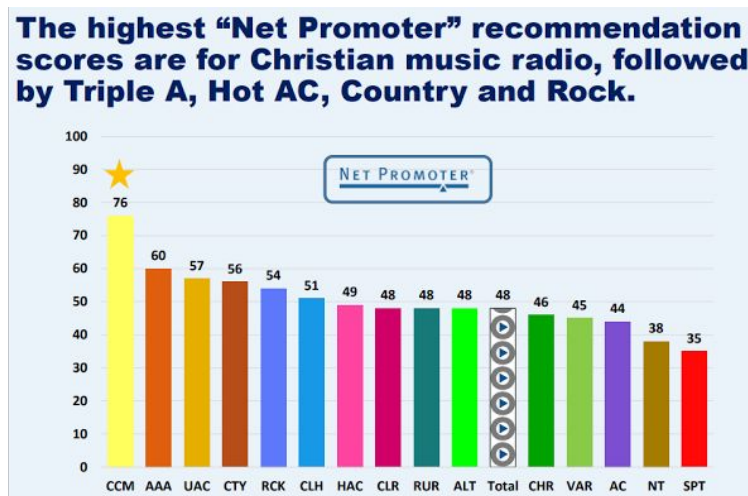
Advertise on our websites. www.harvesters.fm

PEOPLE LISTEN ONLINE AND ALSO BY DOWNLOADING THE HARVESTERS CJLU, CITA AND CIOG APPS FROM THE iSTORE or GOOGLE PLAY

The Strength of Radio

Jacobs Media conducted a survey among 321 radio stations in the US and Canada.

- 91% tune into radio which is higher than the 87% who view TV and video.
- 91% listen to radio which is higher than the 75% who use Facebook.
- 66% say they tune into radio to hear their favorite songs
- 57% listen to radio because it's free.
- 17% say they're listening to more AM/FM radio in the past year.
- Nearly 9 in 10 of those in the new car market say it very important to have an AM/FM radio, followed by Bluetooth. More than 6 in 10 and connect a mobile phone MP3 player in their cars.
- Radio's share of in car listening is 64% followed distantly by satellite radio and 13% for personal music collections at 11%.
- The majority, 54% discover new music on broadcast radio, nearly 7 times higher than other platforms.



Christian Radio has the Highest Level of Loyalty Of Any Other Radio Format

Fact Sheet on Christian Radio

- A radio ad heard several times daily is virtually memorized by the end of 30 days.
- Radio reaches 93% of Canadians.
- Our listeners thank our business sponsors for helping deliver family values.
- Radio outperforms newspaper 14 to 1
- Effectively reaches people in their car, at home, at work and while exercising.
- You are helping promote positive, family values that strengthen the community.
- FM radio shares are 8 times that of Pandora and 19 times that of Spotify
- AM/FM radio owns a 71% share of in-car audio time among those 18+.
- Millennials account for the largest AM/FM listening audience.
- Radio listening was up 5% for persons 18-34, and 6% for those ages 35-54
- Optimal Media Mix proposes a media mix of 78% traditional radio and 22% digital

- The average Nielsen Return is \$8 for every \$1 spent on AM/FM radio

Our Specific Demographic

We conducted a survey of over 1000 people who have contacted the stations. Of the 122 people who responded, 53% were men. 29% of the total respondents were between the ages of 45 and 54 and 29% were between 55 and 65. 47 were employed, 13 part-time and 22 self-employed. The highest percentage pertaining to household income was 22.9% of the respondents who indicated over \$90,000 per year.

Foundation Research: Radio Stays In Tune with Canadians

Canadians continue to spend one third of their daily media time with radio. Findings show that radio also acts as a catalyst to drive consumers to websites. Radio is a constant companion to listeners; including at work and just before shopping. Radio extends its connection to listeners through station websites. Advertising on Christian radio is proven to impact customers in the 25 – 54 age range to a level of 71%. Christian radio has a strong listener base, particularly here in Atlantic Canada.

Radio remains a daily touchstone, even among online Canadians. % of online adults who report accessing each medium daily

Broadcast/cable TV	79%
AM/FM radio	67%
Social networks	57%
Print newspapers	35%
iPod/mp3	28%
CD/cassette	18%
Print magazines	12%
Satellite radio	11%
Internet radio	4%

The 2015 Communications Monitoring Report states for 2014 the average time spent listening to radio stations all across age groups was 18.8 hours per week. 22% of Canadians also streamed an AM or FM radio station's signal online.

If you don't believe you'll get an adequate return on your investment with us, think again.

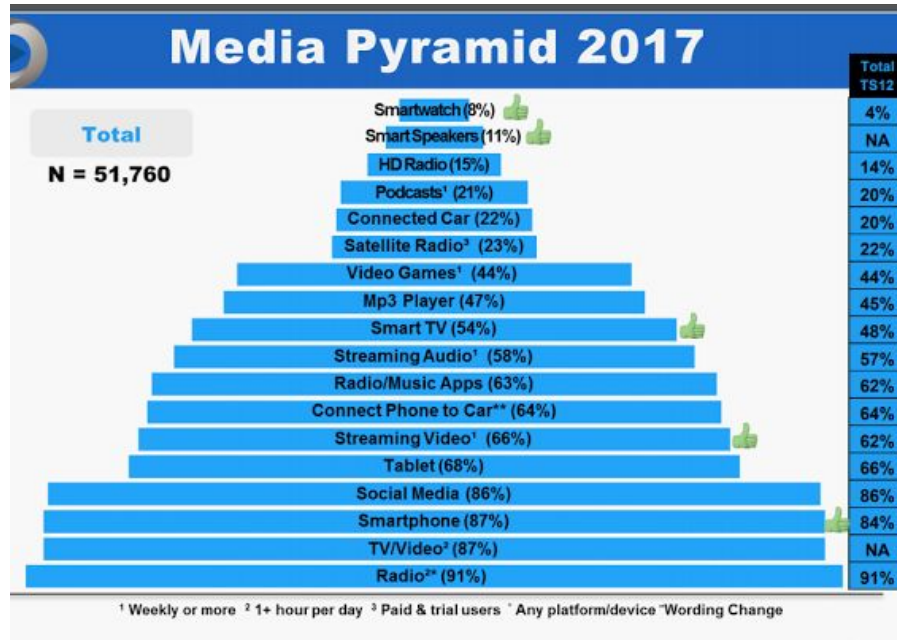
Below are the reasons why you should revise your advertising budget to include us. Christian people buy shoes, go to restaurants and basically purchase what other people do. The benefit of advertising on this Christian network is you are targeting a segment of the market that is not served well by other types of media. You will be reaching a segment of the population that is otherwise overlooked.

The Benefit of Radio over Facebook, Twitter, etc.

Social media is just that, social media. It is meant for socializing and does not necessarily drive sales. It is part of an advertising package but not the sole solution.

The Benefit of Radio over TV

Radio is generally 80% less money than a television spot. Millward, Brown and Information Resources Inc. reports radio's return on investment was 49% higher than campaigns on television.



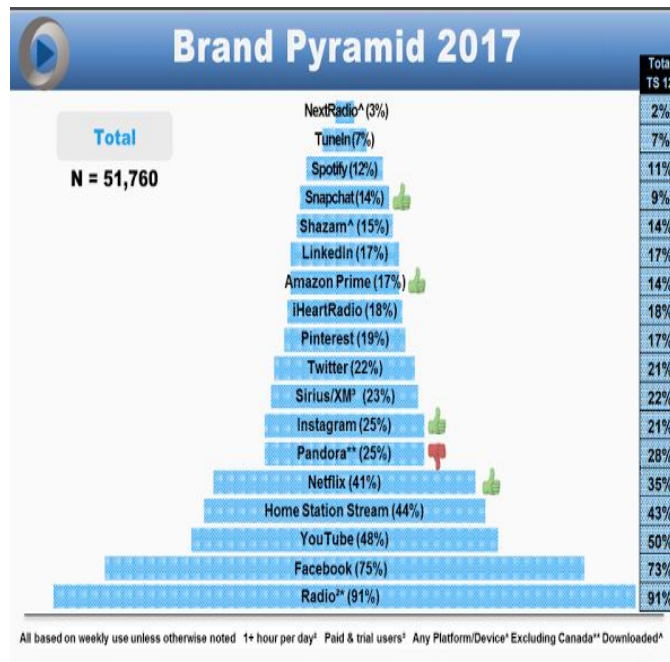
The Benefit of Radio over Newspaper

Radio advertising reaches people closely at the point-of-sale. You can reach more people for less money. People often read the newspaper in the evening, when they are relaxing and less likely to get out by car. Consumers spend far more time with radio during key shopping hours - 6 a.m. to 6 p.m. If you make exactly the same offer on radio as in the newspaper, spend exactly the same amount of money with each media, and across precisely the same span of time, radio outperforms newspaper nearly 14 to 1. Radio gave 3,033 results over newspaper's 217.

Chris Bandak of Foundation Research.

Highlights of the study include; 81% of adults listen to radio daily, second only to TV in reach potential. The percentage listening increases to 84% or more for working adults, wealthy Canadians and women with children. Adults spend more time with radio than any other media during a typical work day. They listen to traditional radio an average of 125 minutes and online radio for 34 minutes. Radio's total of 159 minutes is 23% more than TV and approximately double that of the Internet.

- Radio accompanies Canadians throughout their busy day.
 - 70% of Canadians listen to radio on the drive to work, school or shopping
 - Radio ranks highest of all media reaching consumers prior to a shopping occasion
 - 36% listen to radio while surfing the internet

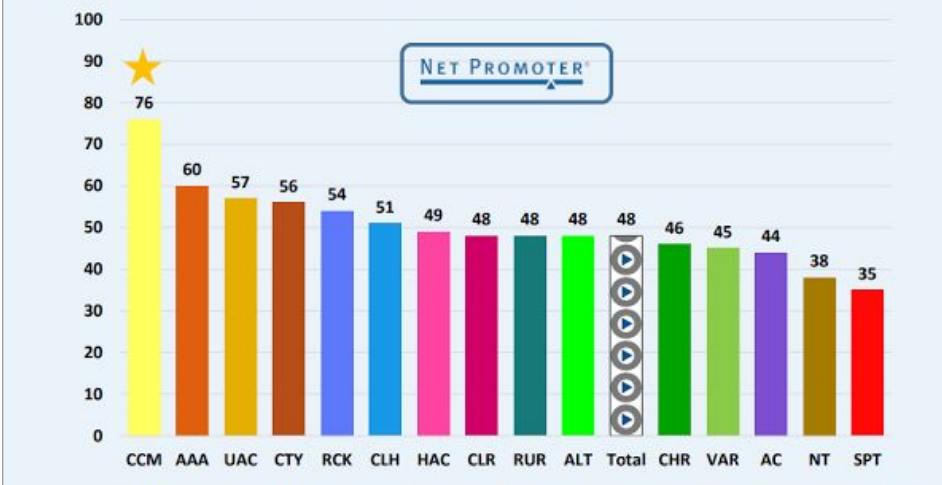


More Listen to Radio than go on Facebook

Why You Should Advertise with Harvesters FM - CJLU, CITA and CIOG

You will be rewarded with loyal customers, who will show their appreciation for you giving back to the community in the form of helping to provide wholesome, family values. The best use of your advertising dollars is with radio. It is more cost effective than television or newspaper. We are a wholesome family values radio station that is being warmly received by a variety of listeners who appreciate the peaceful music that serves as a viable alternative to the crudeness that is creeping into many of the radio stations today.

The highest “Net Promoter” recommendation scores are for Christian music radio, followed by Triple A, Hot AC, Country and Rock.



Christian Radio has the Highest Level of Loyalty from Listeners

THE BENEFIT OF RADIO OVER TV OR NEWSPAPER

Radio generally costs 80% less than TV and has almost a 50% higher rate of return. Radio outperforms newspaper 14-1. For one reason it is because people are not relaxing in a recliner at home, like many who are reading the paper. Often, they are out driving in their car and ready to come to your business or church.

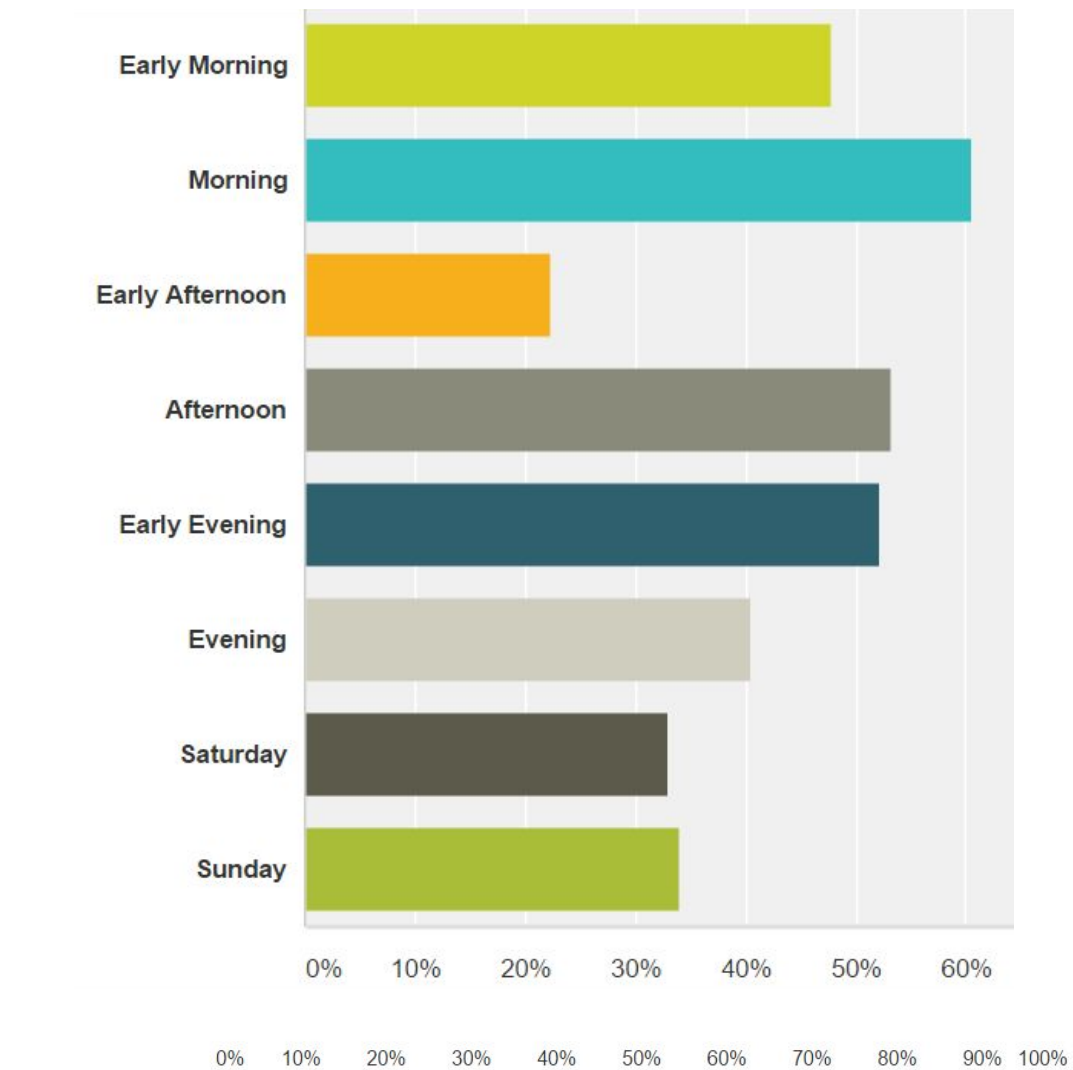


In Addition to a Radio Ad We Can Discuss Targeted Social Media and an Email Blitz

- An e-mail list of approximately 2,000 people comprising 1,100 people on a general list, 350 on a Christian business list, 350 pastors in the Maritimes and hundreds of churches across Canada
- The Harvesters FM Facebook page has over 800 likes and a targeted paid Facebook boosted post will be seen by thousands of people in the Maritimes
- A twitter account with over 450 followers
- A Linked In post with over 1,500 connections



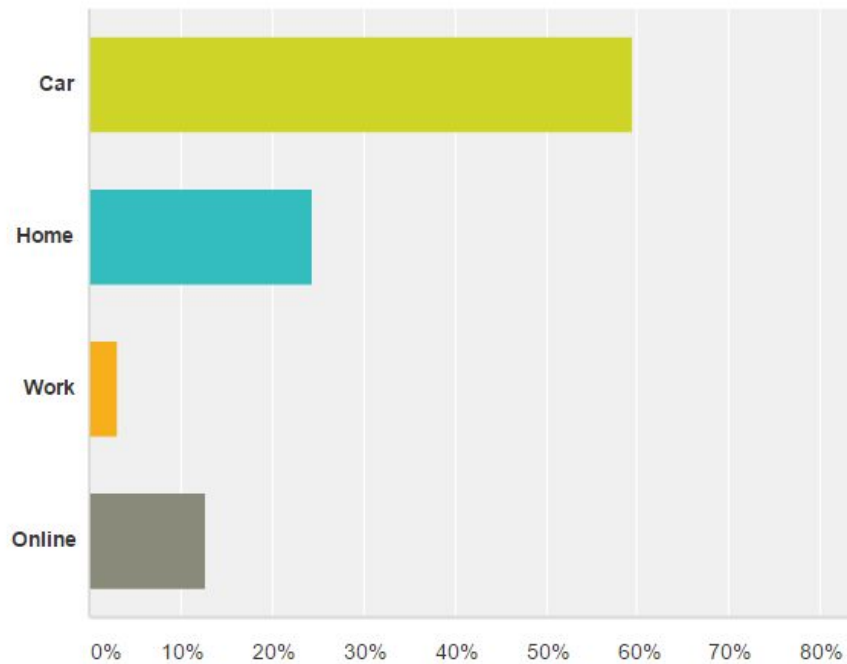
People were asked what time of day or when do they listen to Harvesters FM



Answer Choices	Responses
▼ Early Morning	47.87% 45
▼ Morning	60.64% 57
▼ Early Afternoon	22.34% 21
▼ Afternoon	53.19% 50
▼ Early Evening	52.13% 49
▼ Evening	40.43% 38
▼ Saturday	32.98% 31
▼ Sunday	34.04% 32
Total Respondents: 94	

Where do you mostly listen to CJLU?

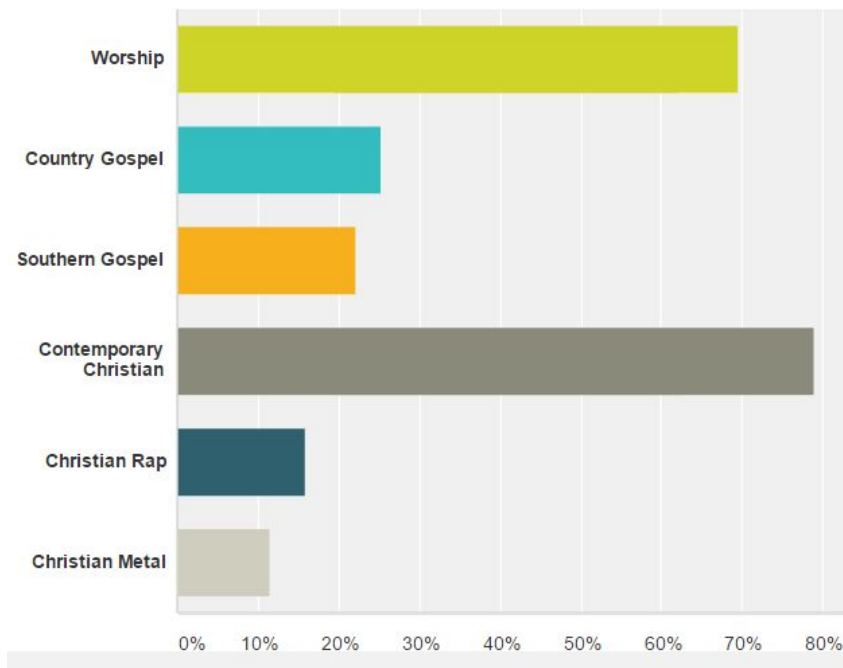
Answered: 94 Skipped: 6



Answer Choices	Responses	
Car	59.57%	56
Home	24.47%	23
Work	3.19%	3
Online	12.77%	12
Total	94	

What is your musical preference?

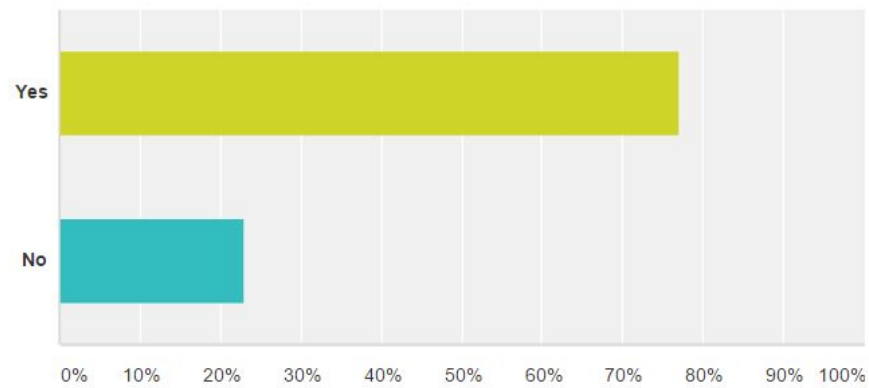
Answered: 95 Skipped: 5



Answer Choices	Responses
▼ Worship	69.47% 66
▼ Country Gospel	25.26% 24
▼ Southern Gospel	22.11% 21
▼ Contemporary Christian	78.95% 75
▼ Christian Rap	15.79% 15
▼ Christian Metal	11.58% 11
Total Respondents: 95	

Is CJLU the main station you listen to?

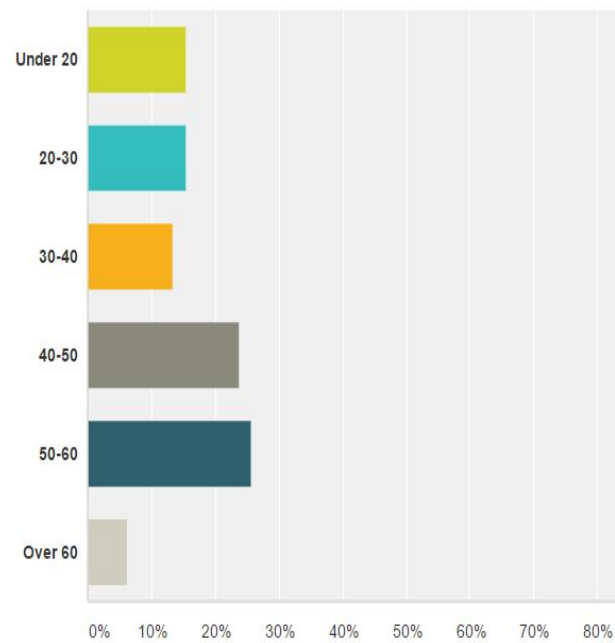
Answered: 96 Skipped: 4



Answer Choices	Responses	
Yes	77.08%	74
No	22.92%	22
Total		96

What age range do you fit into?

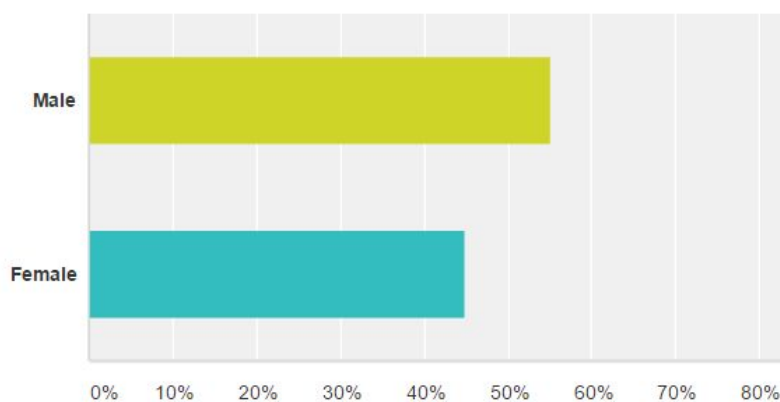
Answered: 97 Skipped: 3



Answer Choices	Responses	
Under 20	15.46%	15
20-30	15.46%	15
30-40	13.40%	13
40-50	23.71%	23
50-60	25.77%	25
Over 60	6.19%	6
Total		97

Statistical question:

Answered: 96 Skipped: 4



Statistical question:

Answered: 96

Skipped: 4

MaleFemale

0%10%20%30%40%50%60%70%80%90%100%

<u>Answer Choices</u>	<u>Responses</u>
<u>Male</u>	<u>55.21%</u> <u>53</u>
<u>Female</u>	<u>44.79%</u> <u>43</u>
<u>Total</u>	<u>96</u>

By and large, I think the programming is excellent; I wouldn't change a thing. Your station is a great blessing to me and I thank God daily for your ministry.

I have ALS / Lou Gehrig's disease so I can't get much, so listening helps since I don't get to church.

I have the children listen to adventures in Odyssey, I listen in the house, car and my MP3

I am thankful to have a Christian station to listen to. I listen to David Jeremiah, Focus on the Family, Charles Stanley, Grace to You, and Back to the Bible.

I can honestly say that CJLU has made a change in my life. It's allowed God to give me a new heart, and the spring is springing up to eternal life. Thanks be to God for you guys; keep up the "good work".

I appreciate being able to turn on the radio in the car, as we drive a lot as a family, and be able to listen to something we all like. We all enjoy Whits End, even our adult children!

I listen every morning and afternoon/evening when I travel to university classes. It is an opportunity for me to learn more about God and what He is doing globally. I enjoy the variety of music and programs.

I truly appreciate having CJLU as our station. My husband has switched from a vulgar local radio station to CJLU and this is an answer to my prayer. My husband doesn't read his Bible yet so I am very grateful to CJLU for feeding my husband spiritually. God bless all who are associated with the station. Thank you so much

This station fills a need in my life--I was tired of the mainstream news & music and wanted something more uplifting and productive. So I hit the seek button and there you were. I haven't looked back.

Favorites: Charles Price, Focus on the family, paws and tales, adventures in Odyssey, CT20.. I like how diverse the radio is, I enjoy variety in music, contemporary and gospel, i enjoy the sermons and talks and the children's stories too.

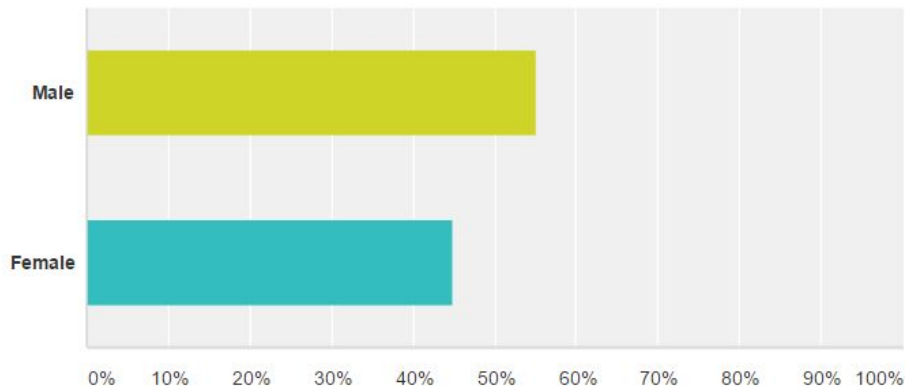
CJLU is doing a fantastic job overall, start each and every day listening to CJLU, we have it in our church bulletin and try to promote it whenever we can.

I pray for your success with this wonderful life changing radio station. I pray that the holy spirit will fill your staff daily and that will be reflected upon your listeners. For me it is

fellowship Monday to Saturday and my walk with God goes on daily I thank you from the bottom of my heart for what you are doing.

Statistical question:

Answered: 96 Skipped: 4



Answer Choices	Responses
Male	55.21% 53
Female	44.79% 43
Total	96

Partial Client List for the Harvesters Family of Christian Radio Stations

Samaritans Purse, Argus Hearing Aid, Henderson Gas, Ferguson Funeral Home, Allstate Insurance, House of Windows and Doors, Ann Martin of Coldwell Banker, Moncton Chrysler Superstore, Lakeside Estates Mini Home Park and Sales, Dave Loten - Real Estate agent, Enviro-roof, Pro Realty Moncton, Autumn Lee Retirement Home, Fullerton Office Equipment, Gospel Fest Association, Breyercrest Bible College, Garland's Paint and Paper, Warf Village Restaurant, Covenant Bible training center, Magic Mountain, Compassion Canada, Christians for Israel, Bagley and Son's Renovations, YRU cooking, Campbell's Auto Sales, Chocolate River, Hallmark stores, Hillsboro fashions, Precious Memories, Steamattic, The Hitch Cente, Wheaton's Country Store, Zio's Pizza, Teen Challenge, The Billy Graham Evangelistic Association, Miracles Christian Store, Halifax Christian Academy, Best Barber Shop, Dairy Queen, David Morton Real Estate, Dynamic Business Forms, Euro Built Windows and Doors, Exit Realty, Habermehl Builders, Ontrack Driving Experience, Say It with Stitches, Covenant Waterproofing, Crowning Glory Hair Salon, Fairway Tours, Enviro Water Technologies.

Sales Agreement Form

ITEM	COST OR VALUE	INCLUDED OR NOT
Radio ad, specify 30 seconds or 45		
Facebook boosted paid post to approximately 6,000 in a 100 mile radius		
Banner ad on home page		
Interviews or on site broadcast		
e-mail list of over 2000 people including approximately 300 churches and 350 business people		
Website Promotions		

Before proceeding we need to have a signed contract stating specifically what is included. For first-time customers we need to have full payment in advance. We do not send a commercial out to be produced until the customer has provided the precise wording they want to be heard in their ad. Once they have signed off on the wording additional changes are \$35 apiece.

Name:
Company or Ministry Name:
Mailing Address:
Telephone Number:
Email Address:
Air Dates:

Number of Prime A - Breakfast Spots
Number of Prime B - Drive Spots
Number of Off Peak – Midday Spots
Number of Off Peak – Evening Spots
Number of Weekend Spot

Package Price:

Please provide us with the precise wording you would like in your commercial:

Signature of Client

Signature of Station Representative