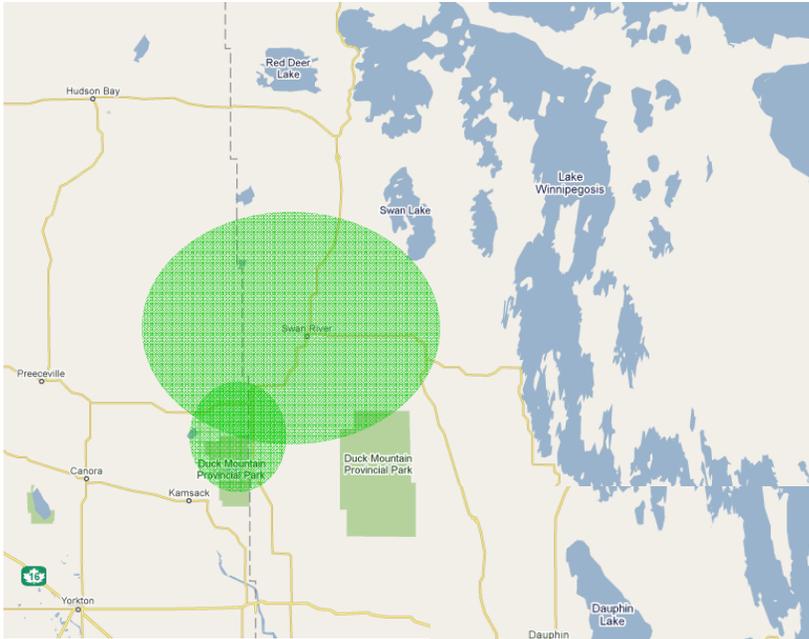


CJ Radio

*National Agency
Target Broadcast Sales
416-932-2202*

*Local Sales
204-734-6484*



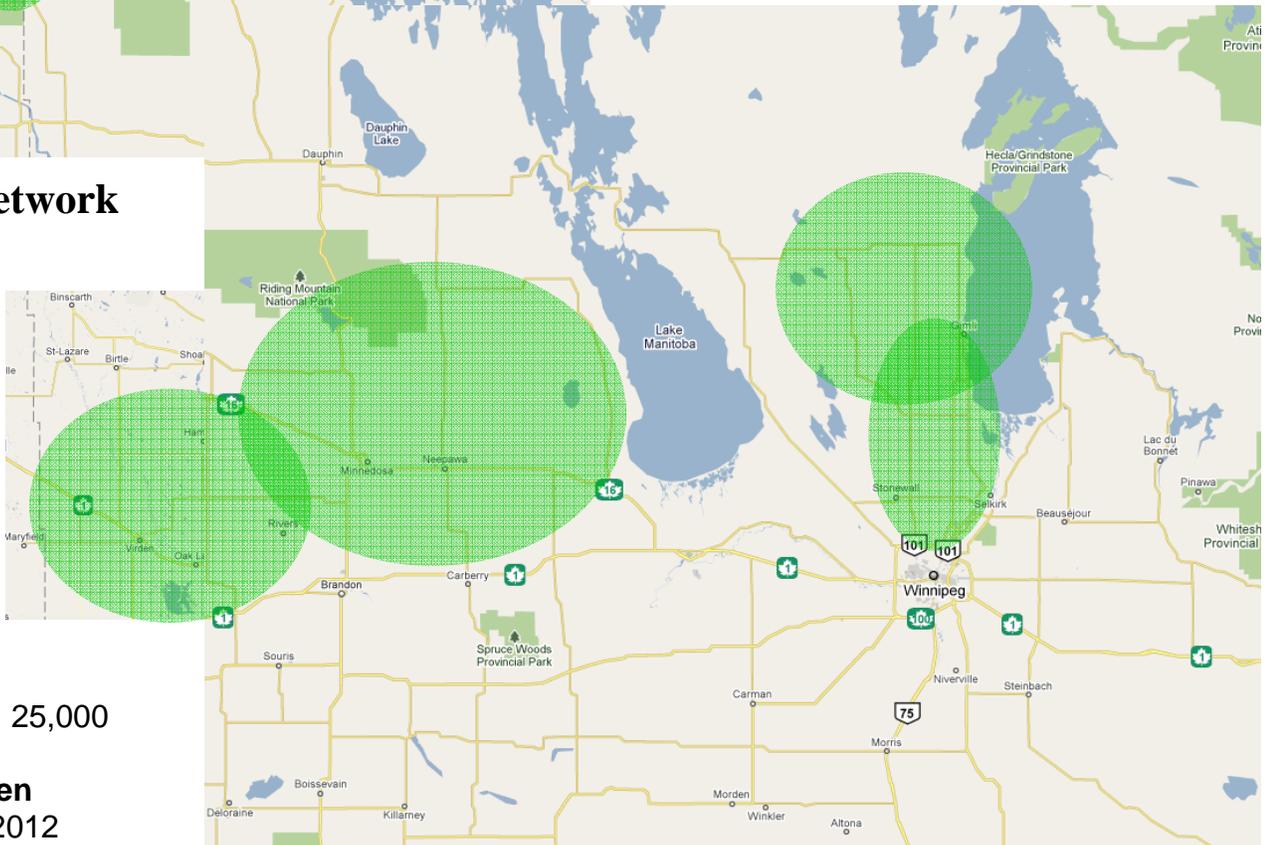
CJ Radio Network

**CJSB-FM
Swan River**
Coverage
Area: 10,000

**CJBP-FM
Neepawa**
Coverage
Area: 10,000

**CJIE-FM
Gimli / Arborg**
Coverage Area: 25,000

CJVM-FM Virden
On Air: Spring 2012



The Voice of the Community



Station Profile

CJSB-FM Swan River, MB

- Coverage Area: 10,000
- Only Local Station for 175km
- Strong Agricultural Focus in Area & On Station
- Strong Forestry Area
- 20% First Nations Population
- Home of Annual Northwest Round-Up & Exhibition
- Local Hockey & Football Broadcasts

Economic Base

The economic base of the town lies in many industries. Since its settlement, the town has thrived on agriculture. Almost fifty percent of the surrounding area is under cultivation. Most is seeded to grains and oilseeds but many producers are diversifying to specialty crops. There are also many mixed farms producing cattle, dairy, hogs, pigs and other more unique animals. The Town of Swan River is a major service centre for the agriculture industry. Woodlands around the town also support a large and prosperous forestry industry. In 1998, Swan River was awarded the Forest Capital of Canada Award for excellence and commitment to maintaining the forestry industry. Recreation and tourism are major parts of the Swan River economy too. Many hotels and motels provide accommodations to the hundreds of visitors travelling to Swan River each year to enjoy the scenery and activities available in the local area, and at neighbouring lakes and beaches.

Major Attractions

Recreation is alive in Swan River with a variety of organized programs and leisure activities. The town's recreation office offers organized sports programs in co-ed volleyball, youth soccer, men's and lady's basketball, a slo-pitch league, and fitness programs like Aqua-Size. Legion Park, located in the middle of town, has a picnic area, a playground and three baseball diamonds, one of them set up for night play. The park also has the Rotary Pathway for Active Living. A nine-hole golf course features grass greens, watered fairways, a pro shop and a licensed dining room. The Swan River Kinsmen Pool is a junior size Olympic pool that offers recreational swimming and qualified instruction in various areas of water sports and safety. Centennial Arena and the Swan River Curling Club provide venues for all types of winter activity.



Station Profile

CJBP-FM Neepawa, MB

- Coverage Area: 10,000
- Only Local Station for 100km
- Manitoba's "Prettiest Community"
- Home of 2010 Manitoba Homecoming Celebration
- Annual Lilly Festival
- Local Hockey Broadcasts

Economic Base

The economics of **Neepawa** and the region are strongly based in many aspects of agriculture. The rolling fields in the area support many types of crops and livestock operations. Neepawa serves as a major agricultural service centre for many of the producers in the region.

Neepawa is also famous the world over for another aspect of its agriculture. Growers in Neepawa produce some of the finest lilies in the world. These beautiful flowers are shipped directly from Neepawa to many of the major international floral markets. This is what has earned the town the title of "world lily capital".

As well as being an agricultural centre, Neepawa's businesses serve as a shopping and retail centre for much of the area's residents. Neepawa provides almost all of the expected retail and professional services in its bustling downtown area. Because of its beautiful location, Neepawa also attracts a number of tourists throughout the year.

The economy in **Minnedosa** is based largely on agriculture and farming in the rich fertile fields of the surrounding area. Major crops include most cereal grains and oilseeds, as well as, many forage crops for use in livestock production. There are several livestock operations in the area which augment the prosperous field crops.

Minnedosa is a full-service centre for agriculture in the area. Town businesses offer support to all aspects of the farming community, including seed, chemicals, equipment sales and service, and agronomic advice. Manufacturing is a big part of the town's economy, as well. Two major plants operate in the community, one producing various types of farm machinery and parts, the other producing Ethanol from grain for use as an automotive fuel and many other industrial applications.

Minnedosa has a thriving retail and business district where residents can purchase almost all they will ever need. The business district offers shopping and services for residents of surrounding communities.

Major Attractions

Among many events held regularly in Neepawa, the Annual Lilly Festival is the largest and most popular. In July of each year, the town hosts scores of people who arrive to take in the beauty of the famous Neepawa flowers. Many community groups get involved in the festival, putting on such events as pancake breakfasts, children's activities, arts and crafts displays and workshops, a classic car show, bus and walking tours, and of course, the ever popular flowers themselves.

The lengthy history of the community adds more attraction to the town. The community is home to many beautiful buildings, some dating back over one hundred years. Many of these historic buildings and homes are included in self-guided tours through Neepawa's streets.

Many parks and green spaces add to the beauty of the town. For the sports minded individual, Neepawa has many different sporting venues for both winter and summer sports. The Neepawa Golf and Country Club, with its lush grass greens, is described by many as one of the most beautiful rural courses in Manitoba.

The Beautiful Plains Museum, located in the old railway station, houses many interesting local artifacts including a Ukrainian Village, sports memorabilia and a collection of wartime pieces.

Other Information

Another section of the museum is dedicated to one of the area's most famous past residents. The nearby Riverside Cemetery is home to the "Stone Angel", the inspiration behind the famous book of the same name, by recognized author Margaret Laurence. Margaret Laurence spent part of her life here in Neepawa, and the historic Margaret Laurence home is included in the scenic walking tour.



Station Profile

CJIE-FM Gimli / Winnipeg Beach / Arborg, MB

- Coverage Area: 25,000 (plus Seasonal Variations)
- Only Local Station for 125km
- Strong Agricultural Focus in Area & On Station
- Strong Vacation Focus During Summer
- Manitoba's Best Vacation Destination
- Grand Beach Rated One of Worlds Best by Playboy
- Annual Icelandic Festival

Gimli's history dates back to 1875, when the Canadian Government granted land along Lake Winnipeg to Icelandic settlers. The Icelanders quickly set up an almost sovereign nation with their own government system and laws, and the community became known as New Iceland. In 1876, federal surveyors completed their work and divided the republic into townships and three town sites. One of these sites became Gimli. In 1881, when Manitoba's boundary expanded to its present size, New Iceland retained its government system, which remained in effect until 1887, when the present municipal system of government was adopted.

In 1897, the Gimli area was opened up to homesteaders and saw a surge of settlers from the Ukraine, Poland, Hungary and Germany. The arrival of the railroad in 1906 made the area accessible to summer tourists arriving from Winnipeg, to enjoy the lake, the beaches, and the recreational activities the community had to offer.

In 1908, the Village of Gimli separated from the Municipality of Gimli, and was officially incorporated. The Town of Gimli was officially incorporated in 1947.

Gimli saw a surge in population during the Second World War with the construction of an air base and the RCAF Service Flying Training School. Closed in 1945, the base opened again in 1950 as a jet fighter training school, and trained thousands of Canadian pilots until 1971 when the base was abandoned. Today, the base has been converted into a productive and prosperous industrial park.

Economic Base

Tourism is undoubtedly the fastest growing sector of the local economy. Local authorities and business people have taken the advantage of the town's excellent location and created one of the finest resort communities in the province. A recent revitalization of the waterfront and the construction of a major hotel and conference centre, has boosted the tourist economy, attracting more visitors than ever.

Although tourism is a vital part of the community, Gimli has a strong industrial sector as well. Lake Winnipeg supports a large commercial fishery, and many residents work on the lake in some of the many large boats in Gimli Harbour. Gimli is home to the main production facility for one of Canada's largest distillers. The Gimli industrial Park is home to a number of light manufacturing firms and a railway engineer training school.

Major Attractions

Tourists come to Gimli each year to enjoy the many recreational activities the town has to offer. The town is a cottage community, and the population swells each summer as vacationers move into their summer homes. Many people make the hour-long drive from Winnipeg just to relax on the beach and soak up the sun. A dip in the lake is cool refreshment after a day of tanning. With boating on the lake being a popular summer activity, Gimli's harbour has berths for many private crafts.

The Gimli Yacht Club hosts many regattas and events each year, and the lake is popular among local sailboat and boardsailing enthusiasts.

The town has a hockey arena and curling rink, baseball diamonds, tennis courts, and is within minutes of several fine golf courses.

Gimli hosts many annual events throughout the year including fun and competitive sports tournaments, a large and very popular craft sale, and a huge Icelandic Festival. "Islendingadagurin", as it is called, brings thousands of visitors to Gimli for the food, entertainment, midway, parade and festivities. The weekend event celebrates the Icelandic and Norse traditions and history of the largest Icelandic community outside of Iceland.

Arborg

Arborg is a service and shopping centre for a market area of almost 13,000. The town is large enough to provide all the expected comforts, yet maintains a sense of community and small town hospitality. A variety of businesses and industries call Arborg home.

The Town of Arborg serves as the main service centre for a number of residents and communities in the Northern Interlake Region. Many retail businesses provide a wide array of goods and services to area residents. Farming plays an important role in the local economy with many diverse agricultural operations in the area. Conventional grain and oilseed crops, as well as livestock producers, operate alongside more unique operations like PMU producers. The area also supports many strong lamb producers, and a growing rabbit industry.

The Arborg area is also well known for producing very high quality forage and grass crops for livestock production. Local producers are currently developing an alfalfa dehydrating facility, able to ship dry product to foreign markets. Manufacturing firms and machine shops in Arborg produce many things from pellet burning stoves for international markets, to custom products for local customers.

Nearby Lake Winnipeg supports a strong commercial fishery and many Arborg residents make their living fishing the lake year round. Arborg is also home to many businesses providing specialty services to the fishing industry.

Winnipeg Beach

Winnipeg Beach has been a popular resort community since the president of the Canadian Pacific Railway, Sir William Whyte, founded it in 1900. The town's two kilometres of soft sandy beach attracted both the common labourer and the social elite. Today, the beachfront community still attracts vacationers from all walks of life who come to enjoy the beach and the cottage lined streets of the present community. Located on the south shore of Lake Winnipeg, the quiet town is only a one hour drive north of Winnipeg, the provincial capital.

Today, the quaint lakeside community has regained much of its former glory. The train no longer runs, but Provincial Highways 6, 7 and 8 bring travelers the 80-kilometres north from the big city. The concessions and pavilions have been replaced with many small shops and restaurants that offer an eclectic collection of crafts and specialty goods, with many restaurants and snack bars.

The Town of Winnipeg Beach still boasts the spacious white sand beaches and recreational activities. Much of the local economy is driven by the tourist dollar, with thousands of visitors arriving at the beach yearly. Lake Winnipeg also supports a large commercial fishery and many local residents ply the lakes in search of walleye, whitefish and the famous Lake Winnipeg Goldeye. Areas to the south and west of the town are also rooted in agriculture production and many of the towns' businesses are aimed at agricultural support.

CJ Radio

Network Profile

- **45,000 in Combined Coverage Area**
- **Each Station Runs Minimum 100 Hours Local Per Week**
- **Booking per Station or Entire Network**
- **Live Supervision to Ensure Latest News, Weather, Etc**
- **Limited Traditional Voice Tracking**

Commercial Availability

15/30/60 Second Commercials

Remote's & Special Promotions

24 Hour Notice for National Bookings

Program Availability

- **News & Sports Package: Hourly**
- **15 Day Farm Weather: 7 AM & 6 PM**
- **7 Day Weather: Twice Hourly**
- **Road Conditionals: Hourly / Seasonal**
- **Farm News Updates: 7 AM, 11:15 AM, Noon, 3:45 PM, 6 PM**
- **Business Reports: Noon & 5 PM**
- **Lottery Updates: Various Times as per Draws**
- **Early Morning Trivia: 7:45 AM**
- **Local School News: 8 AM**
- **Network Request Show 7 PM to 9 PM**

**Program Sponsorship Available—Minimum 13 Week Commitment
Ad Runs with Feature unless Otherwise Requested**