

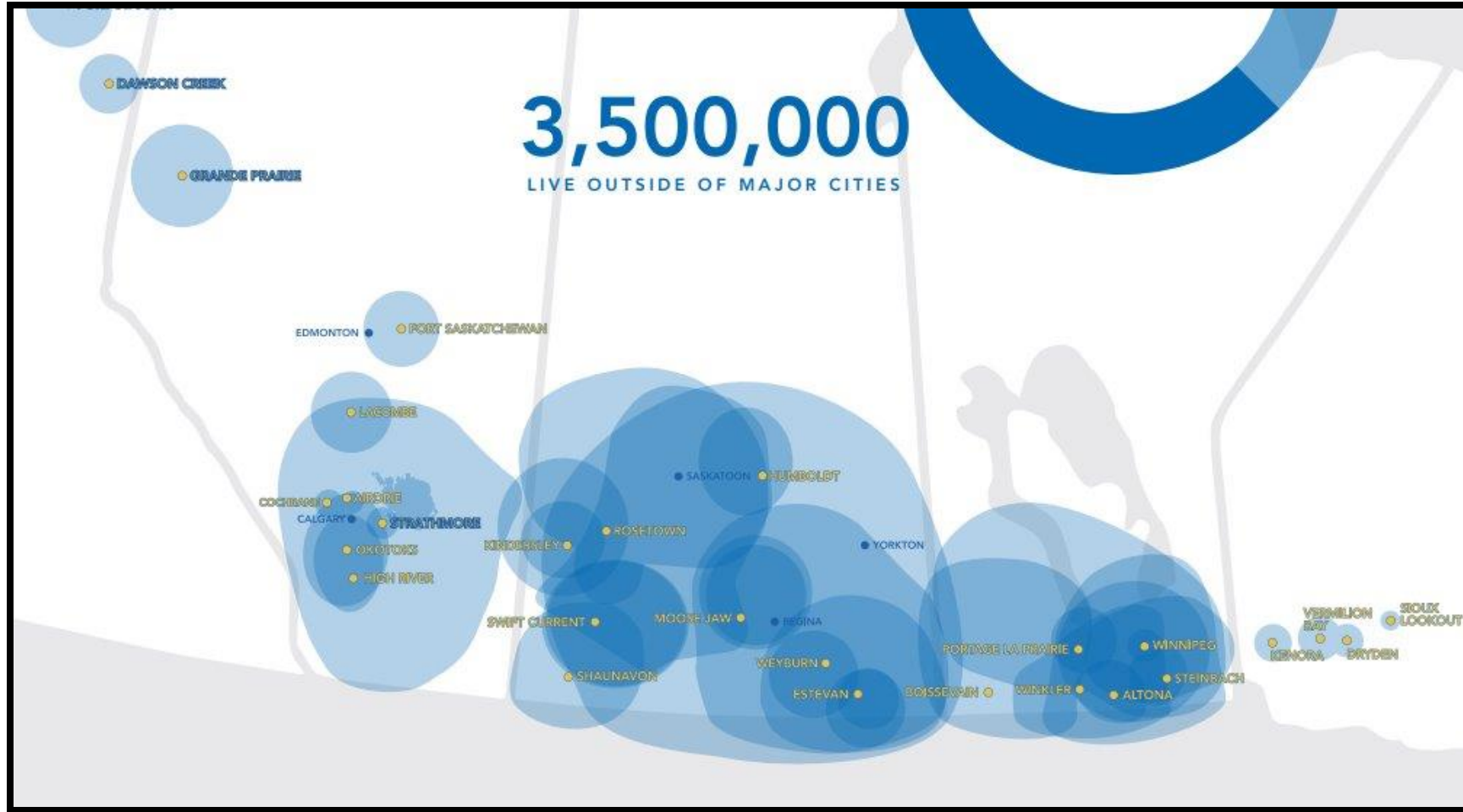


Claresholm

WHY CHOOSE **GOLDEN WEST**?
A Little Bit About Us

GOLDEN WEST

Since 1957, We've Connected Communities...



**We connect to
the
3,500,000
people on the
prairies living
outside of
major cities.**

Growing to 36 Local Radio Stations...

WINKLER – ALTONA – PORTAGE –
STEINBACH – BOISSEVAIN -
ESTEVAN – WEYBURN -
ROSETOWN – HUMBOLDT –
KINDERSLEY – SWIFT CURRENT –
MOOSE JAW



MOOSE JAW 254.68 296.85 Tmp 0 gD C() T JETD.0000 reM hB

And 19 Local Community News Websites!



Over 500,000 Monthly Users



Millions of Monthly Impressions



Topical, Locally-Focused Content

99.7 SUN COUNTRY

High River's Local Country Radio



HIGH RIVER, AB

**MAIN DEMOGRAPHIC:
AGE 35-55, FEMALE**

**MAIN LISTENING
AREA: HIGH RIVER,
OKOTOKS, & THE
FOOTHILLS**



**TOTAL
LISTENING AREA
POPULATION:
45,000**

**TOTAL
POPULATION
REACHED:
1.5 MILLION+**

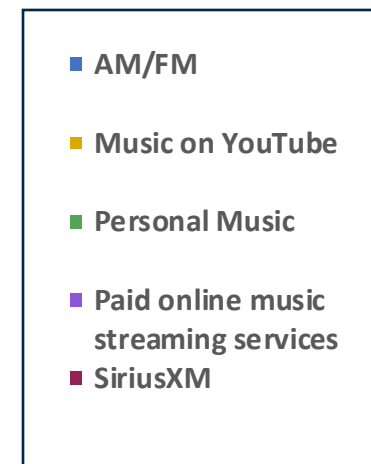
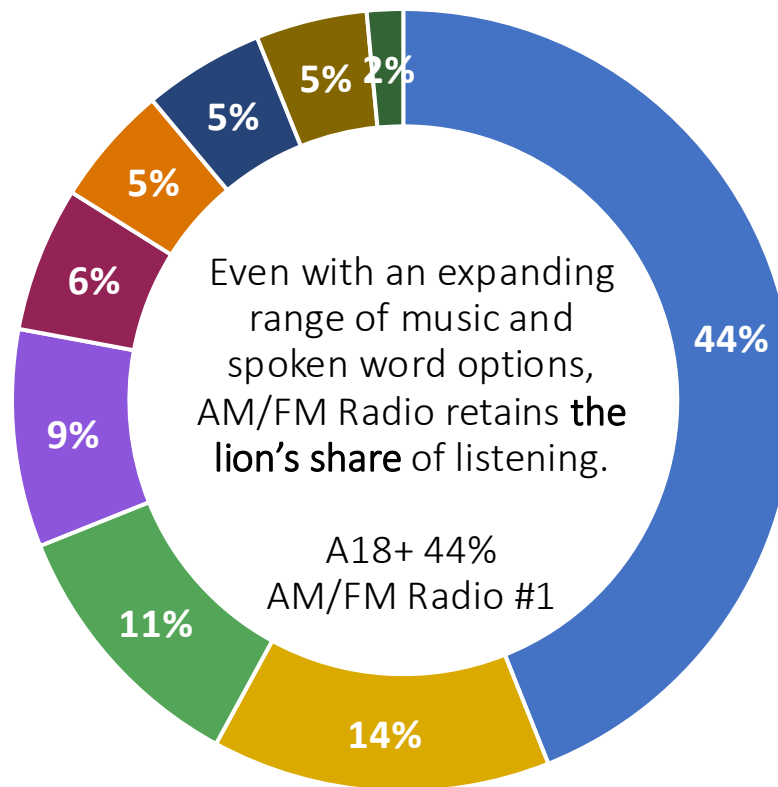
Why Choose *Local* Radio?

Most People Get Their Music/Spoken Word From Radio!



ALMOST 50% OF ADULTS GET THE MAJORITY OF THEIR MUSIC AND SPOKEN WORD FROM RADIO!

90% OF CANADIANS AGED 14+ ARE REACHED BY RADIO AT LEAST ONCE PER WEEK!



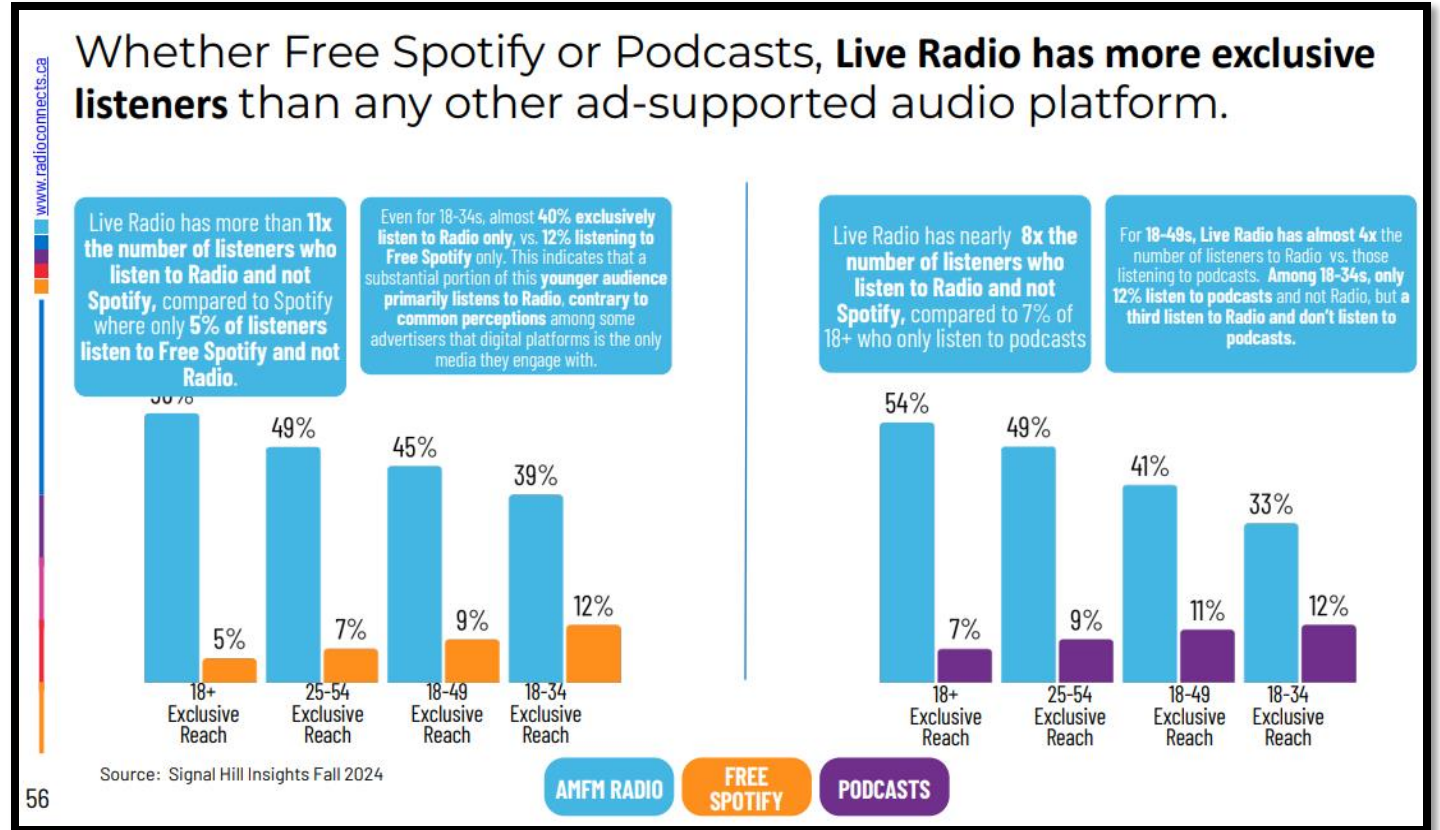
Why Choose *Local* Radio?

Radio Has More Exclusive Listeners Than Any Other Platform!



LIVE RADIO HAS **8X THE EXCLUSIVE LISTENERS** COMPARED TO STREAMING PLATFORMS LIKE FREE SPOTIFY

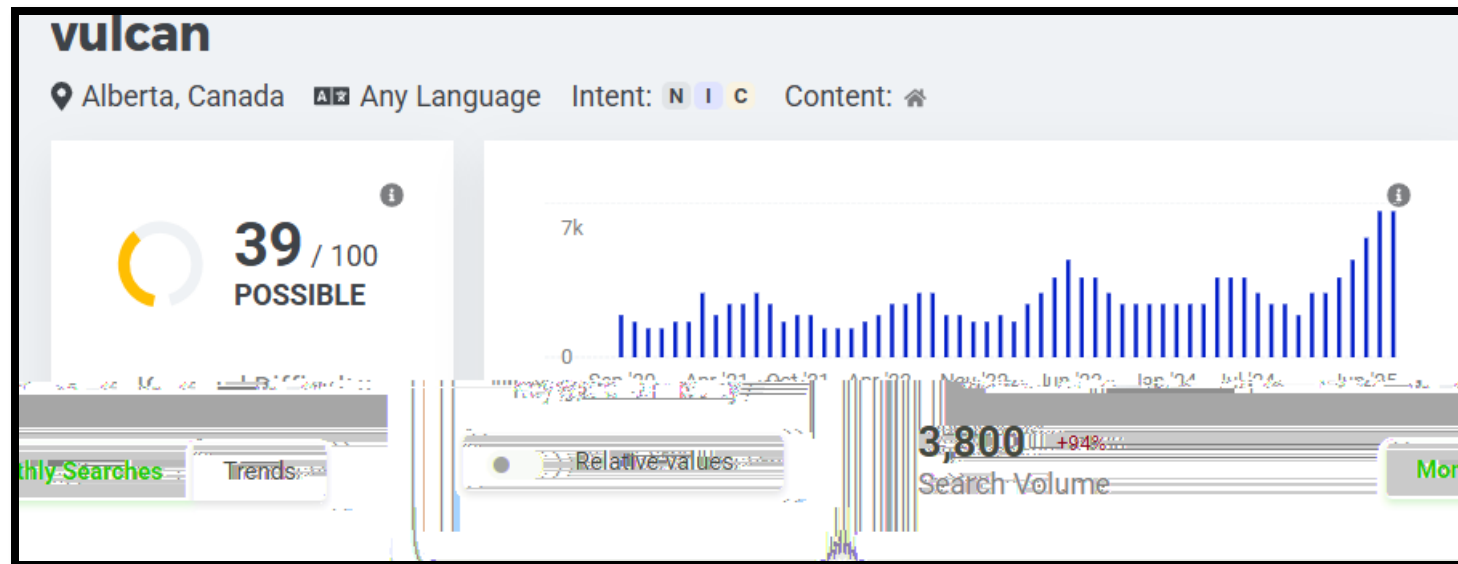
MORE PEOPLE LISTEN TO RADIO **ONLY** THAN ANY OTHER PLATFORM – IF YOU AREN'T ON RADIO, **YOU AREN'T REACHING THESE CUSTOMERS!**



Why Choose *Local* Radio?

A Local Success Story

In late 2024, we began working with the **Town of Vulcan** on a marketing plan to get more people to visit their community. At the onset of their advertising campaign, they were averaging approximately **2,000 monthly google searches**. It took just **3 months** for Vulcan to reach its record high in monthly searches, and as of June 2025, Vulcan is now averaging **over 6,000 searches per month!**



Awareness

Why do direct Google searches matter?

1. High Intent = High Conversion

- People who search your business name (e.g., “*Blue House Real Estate*”) already know who you are and are often ready to act — whether it's booking an appointment, calling you, or visiting your website. These are **high-intent users**, and they convert at much higher rates than people casually browsing.

2. Builds Market Share

- Direct searches are a clear sign of **brand recognition and trust**. The more often your name is searched, the stronger your position becomes in your market — It signals to Google that your brand is relevant and valuable in your niche.

3. Boosts SEO Performance

- Google’s algorithm favors businesses that receive direct search traffic. When people frequently look for your business by name, it tells Google your brand is **authoritative and trusted**, which can:
 - Improve your rankings for **non-branded (generic)** search terms like “*realtor near me*”
 - Increase your **local pack visibility** (maps + top 3 local results)
 - Strengthen your presence in both **organic and paid search**

4. Reinforces the Marketing Flywheel

- Direct searches amplify all your other marketing efforts — from radio ads and social media to referrals and reviews. Every time someone searches your name, it feeds your **online visibility loop**.