



Promotions 



News Website

Social Media  
Dominance



Community Involvement



Daily Email Blast



# mbc

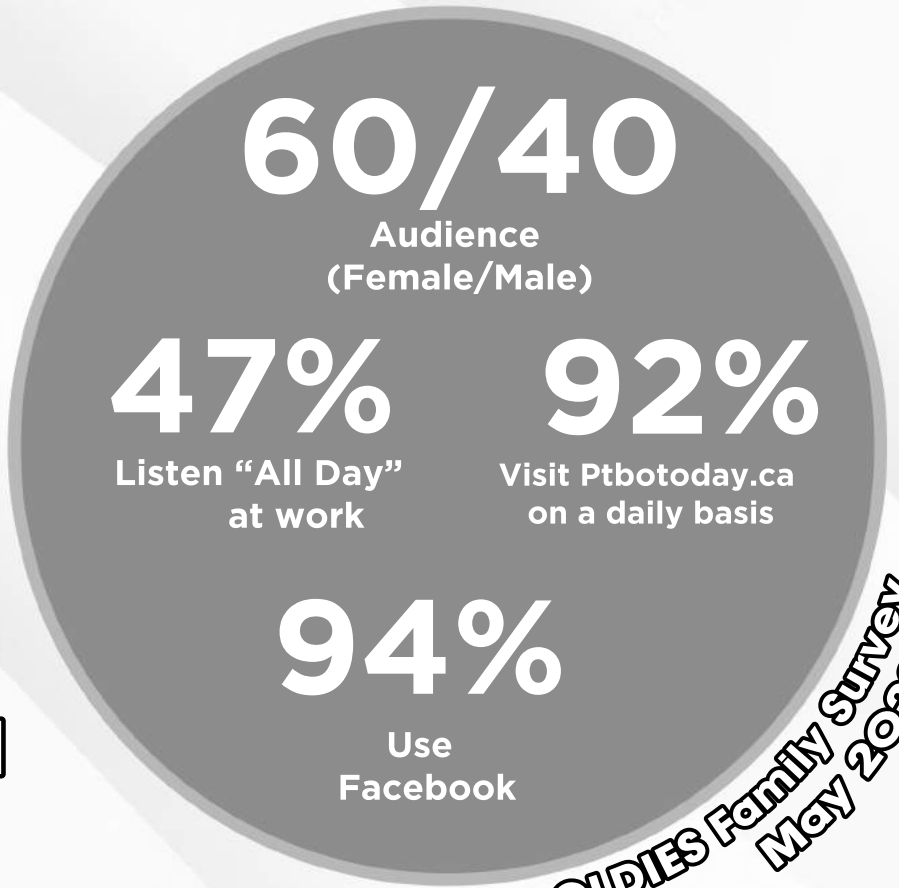
· CONTENT · CARING · COMMUNITY

OUR BRANDS

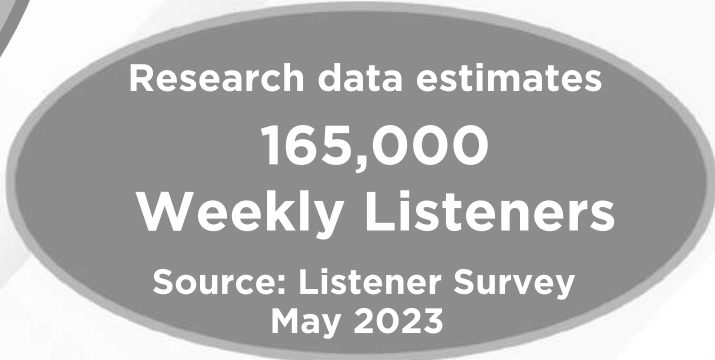
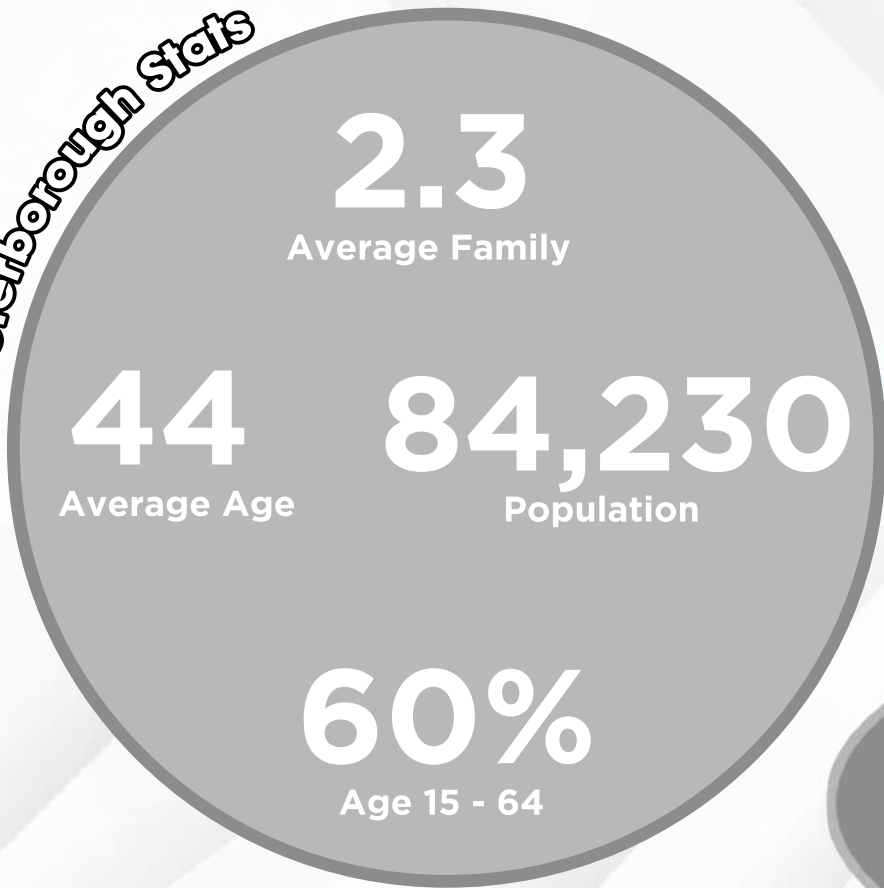




**96.7 OLDIES**  
**Ptbotoday.ca**



*Peterborough Stats*



**IMPACT • GROWTH • PROFIT**

# mbc

MY BROADCASTING CORPORATION

"Ontario's Local Broadcast Company"

- Breaking and Local News
- Contests
- Local Events Coverage
- Heavy Community Involvement
- Junior Hockey Coverage



**96.7 OLDIES**  
Peterborough

