Iphone App for Giant FM

To create a phone presence for Giant FM for current and new listeners to be able access the station on the go.

Shopniagara proposes to create an app that will bring Giant FM into the digital realm. The app will be designed and developed by us and supported using banner ads from adsplace to cover the cost for this app and we will develop and maintain the app for \_\_\_\_ ads per month promoting Shopniagara App (currently being developed).

Choosing a non ad supported Iphone app ,the cost would incure $250.00/month plus development costs of $2500.00.

The player would be a free download giving you a larger listener base and some new stats for clients to read and then look at as a large scale marketing plan for the tourist industry. Increasing your audio and advertising reach to a worldwide audience.

Places such as Clifton Hill, the Marriot Fallsview and Casino Niagara etc will have to take a second look at their radio marketing.

Shopniagara will also be creating an app for the Shopniagara site we will be looking at doing on air promotions of this as well as the regular contra we have arranged. Aprox. ads per month promoting Shopniagara App as our cost for creating and maintaining app service.

Two pages for the app will have to be created Iphone/feedback and Iphone/info

We can look at using the two pages for the site on giant fm to host local ads, information and links.

We will provide this service to help promote Niagara together and work to bring a larger audience to the listener base thus allowing for more ad revenue to be generated for Giant FM and its sales Staff

Walter Deveau

CEO Shopniagara