



# DVD Rate Card

DVD THRESHOLDS ARE BASED ON INDIVIDUAL MARKET

Effective May 10, 2012

## CBC CLIENT DEAL FLEXIBILITY 2012-13 BROADCAST YEAR

	13 Week	26 Week Entire Regular Season	Full Season = Regular Season + Entire Playoffs
	<u>13 Week</u>	<u>26 Week</u>	<u>52 Week</u>
Continuity - HNIC only	5%	10%	15%
Continuity	5%	10%	15%
DVD	5%	10%	15%
Market/Tier Spend Thresholds	<u>Gross \$'s</u>	<u>Gross \$'s</u>	<u>Gross \$'s</u>
<b>National Tiers</b>			
Network (incl. Mainchannel, Specialty & Digital*)	\$750,000	\$1,500,000	\$2,500,000
CBC News Net	\$75,000	\$150,000	\$300,000
<b>Selective Markets (Mainchannel &amp; Regional Digital )</b>			
Pacific Region	\$75,000	\$125,000	\$250,000
CBRT Calgary	\$50,000	\$100,000	\$200,000
CBXT Edmonton	\$40,000	\$75,000	\$175,000
CBKT Regina/Saskatoon	\$10,000	\$30,000	\$80,000
CBWT Winnipeg	\$15,000	\$25,000	\$50,000
Ontario Region	\$80,000	\$200,000	\$600,000
CBLT Toronto	\$75,000	\$150,000	\$400,000
CBET Windsor	\$5,000	\$15,000	\$40,000
CBOT Ottawa	\$20,000	\$50,000	\$100,000
CBMT Montreal	\$20,000	\$50,000	\$100,000
Maritime Region	\$10,000	\$25,000	\$50,000
CBHT Halifax	\$10,000	\$25,000	\$50,000
CBCT Charlottetown	\$7,500	\$20,000	\$40,000
CBAT Saint John/Moncton	\$5,000	\$12,500	\$25,000
CBNT St John's/Cornerbrook	\$15,000	\$25,000	\$50,000

\*Digital Investment can count to overall Volume of spend on either your National buy or your Regional buy. However DVD is NOT applied to the Digital elements, ONLY the broadcast schedule. First calculate DVD discount and then apply Continuity discount on the new total.

Contact your account manager today  
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