

## 2017 NABS Media Sale INVENTORY - As of ( 08/31/2017) - Television - NABS Media Sale, "WE NEED YOU NOW MORE THAN EVER"

NABS Media Sale is another way to add impact to your clients' media investments. It's your strategic tool to improve efficiencies and client value. And best of all, you'll help colleagues in need.

In Ontario and Eastern Canada: Bryan Press, NABS Director of Sales, Mobile: 416-726-1525 bpress@nabs.org

In BC, Sask, Man: Callay Fowler (604) 986-5173 callay@telus.net, Derrick Chamberlain derrick@primewestmedia.ca (778) 995-0020

In Alberta: Jennifer Chevais 403-614-4439 jchevais@nabs.org

In Quebec: Chantale Taillon (514) 952 1791 chantale@bec-nabs.org

Note: All inventory is subject to availability at the time of booking and cannot replace existing buys. Available to Dec 31, 2017. exceptions noted.

REGION	DEMOGR	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	GRPS AD 24-54	TV AUD (000s) AD 25-54	GROSS NABS CPP (000s)	GROSS NABS CPM (000s)	GROSS NABS RATE	ITEM-#
National	A25-54	DOC	\$999 net of ROS inventory. Based on current rate card, that equates to 235 ROS spots (30s). Approx A25-54 Impressions = 188.0	To be used before December 31, 2017. Selection is subject availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. Unless noted, the packages do not include production. No credits or audience guarantees provided. Package will be honoured to dollar value at the time of booking. # of spots/impression are not guaranteed and may fluctuate depend on actual program selection and availability.		188.0		\$ 4.38	\$ 823.55	TelCBC--17037
National	A25-54	Bloomberg TV	400 x 30 sec per week, 1 week. Full Rotation Total AD 25-54 National Audience 338,000	To be used from January 1, 2017 to December 29, 2017 subject to availability. Must be a new booking and cannot be credited against existing billings. All purchases are non-commissionable.		338.0		\$ 29.59	\$ 10,000.25	TelCHCH-17041
National	A25-54	BIO	\$2500 net of media based on net rate card at the time of booking. Can be used for 15s, 30s or 60s.	To be used by December 31st, 2017. Selection is subject to availability. Cannot be used to acquire any inventory designated as "sponsorship". Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.					\$ 2,058.88	TelRoger17111
National	A25-54	FXX	\$2500 net of media based on net rate card at the time of booking. Can be used for 15s, 30s or 60s.	To be used by December 31st, 2017. Selection is subject to availability. Cannot be used to acquire any inventory designated as "sponsorship". Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.					\$ 2,058.88	TelRoger17113
Ontario	A25-54	CHCH TV	52 x 30 sec per week, 2 week minimum booking. 95% Prime, ask for schedule  Total Ad 25-54 TOH/EM ratings 25.2. Ratings available by program available.	To be used from January 1, 2017 to December 29, 2017 subject to availability. Must be a new booking and cannot be credited against existing billings. All purchases are non-commissionable.	25.2		\$ 1,013.10		\$ 25,530.05	TelCHCH-17040
Ontario	A25-54	Vision TV	18 x 30 sec spots per week x 4 weeks. ROS MF 3p-12a P45+ AMA 71,000 P25-54 AMA 19,000	To be used by December 31, 2017. Must be a new booking. May not be credited against existing billings. All purchases are non-commissionable.					\$ 8,647.28	TelVisio17089
British Columbia	A25-54	Chek News	\$3,000 worth of spots (Vancouver Island region)	To be used by December 31, 2017. Must be a new booking, may not be credited against existing billing. Airtime will run at CHEK's discretion (may be blackout periods) Cannot be used towards election advertising. Commercial Production costs extra. If commercial is supplied, it must arrive with closed-captioning and telecaster number					\$ 2,470.65	TelChek-17171

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REGION	DEMOGR	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	GRPS AD 24-54	TV AUD (000s) AD 25-54	GROSS NABS CPP (000s)	GROSS NABS CPM (000s)	GROSS NABS RATE	ITEM-#
British Columbia	A25-54	Omni Vancouver	\$5,000 net of media based on net rate card at the time of booking Can be used for 15s, 30s or 60s.	To be used by December 31st, 2017. Selection is subject to availability. Cannot be used to acquire any inventory designated as "sponsorship". Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.					\$ 4,117.75	TelRoger17105
Quebec		RDS/ RDSINFO/ RDS2	ROS selon la carte de tarif en vigueur.  ROS based on rate card when booked.	Doit être un nouveau placement publicitaire et ne peut être crédité sur une campagne existante. Ces placements sont non commissionnables. Selon les disponibilités au moment de l'achat. A être utilisé avant le 31 décembre 2017.  Must be a new advertising placement and can not be credited on an existing campaign. These investments are non-commissionable. Subject to availability at time of purchase. To be used before December 31, 2017.					\$ 20,588.75	TelRDS/-17330
Quebec	A25-54	City Montreal	\$7,500 net of media based on net rate card at the time of booking Can be used for 15s, 30s or 60s.	To be used by December 31st, 2017. Selection is subject to availability. Cannot be used to acquire any inventory designated as "sponsorship". Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.					\$ 6,176.63	TelRoger17120
Quebec	A25-54	Tele-Quebec	\$25,000 (Gross) campaign as per rate current rate card and depending on availabilities  *****  Campagne publicitaire de 25 000\$ brut a la carte de tarif en vigueur et selon les disponibilites	Must be a new reservation and cannot be applied as a credit to existing invoices. Must be a new buy and no commission. Dates: from June 19 to Aug 27, 2017 and from December 1st 2017 to February 1st, 2018.  *****  Celle-ci doit etre une nouvelle reservation et ne peut pas servir de credit contre des factures existantes. Elle doit etre un nouvel achat media. tous les achats sont sans commission. Dates: du 19 juin au 27 août 2017 et du 1er dec au 1 fev 2018.					\$ 17,529.85	TelTele-17084
Quebec		V	Diffusion sur une base réseau (70% prime time). Base sélective (sous approbation de V Télé). \$50,000 net à la carte de tarif en vigueur. \$50,000 net based on current rate card. / network base (70% prime time). Selective base subject to approval from V télé. 50\$ net based on current rate card	Doit être une nouvelle réservation et ne peut pas servir de crédit contre des factures existantes. Doit être un nouvel achat média et tous les achats sont sans commission. Sujet à disponibilité. Excluant la production. Dates: jusqu'au 31 décembre 2017					\$ 24,706.50	TelV-Int17323B
Quebec		Specialty TV Max A25-54 demo	Mo-Su ROS 24h,	Upon avails, to be used before December 31, 2017		1,364.0		\$ 15.09	\$ 20,588.75	TelV-Int17325