

2017 NABS Media Sale INVENTORY - As of (10/31/2017) - 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.

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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	NET MEDIA VALUE	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	\$ 999.00	TelCBC--17037
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	\$ 3,000.00	TelChek-17171
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	\$ 5,000.00	TelRoger17105
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	\$ 10,500.00	TelVisio17089
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	\$ 30,000.00	TelV-Int17323B