

2018 NABS Media Sale INVENTORY LIST - AVAILABLE DONATIONS TO DATE (5/2/2018) - Interactive/Digital

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

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, 2018. exceptions noted.

REGION	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	IMPRESSIONS (000s)	NABS NET RATE CARD PRICE	ITEM-#
Alberta	Black Press - Alberta	run of site in this region	to be used by Dec. 31, 2018.	100.0	\$ 600.00	IntBlack18202
British Columbia	Victoria Times Colonist (Website)	25,000 impressions	To be used by December 31, 2018.	250.0	\$ 250.00	Int----18256
British Columbia	Black Press- lower mainland	run of site in this region	to be used by Dec. 31, 2018.	100.0	\$ 600.00	IntBlack18198
British Columbia	Black Press - Vancouver Island	run of site in this region	to be used by Dec. 31, 2018.	100.0	\$ 600.00	IntBlack18199
British Columbia	Black Press -Interior North	run of site in this region	to be used by Dec. 31, 2018.	100.0	\$ 600.00	IntBlack18200
British Columbia	Black Press - Interior South	run of site in this region	to be used by Dec. 31, 2018.	100.0	\$ 600.00	IntBlack18201
National	CTV -Bell Media Digital	Display Banners or Big Box. Choice of Verticals: News (CTV News, BNN, CP24), Entertainment (NOW FEATURING GUSTO!, CTV, The Loop, MTV, MuchMusic, Bravo, Comedy and Space), and Sports (TSN) 300x250 or 728x90 RON also available	To be used by Dec 31, 2018. Subject to avails and cannot replace existing bookings. Can buy smaller packages -at least 250k. Provincial or Regional Geo-Targeting available	3,000.0	\$ 24,000.00	IntBell-18123
National	CBC.CA	3,300,000 impressions rotated between Leaderboard and Big Box, ROS	To be used before December 31,2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All Purchases are non-commisionable.	3,300.0	\$ 11,900.00	IntCBC--18079
National	CBC.CA	250,000 billboard impressions	To be used before December 31,2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All Purchases are non-commisionable.	250.0	\$ 3,300.00	IntCBC--18081
National	Cineplex.com	Geo and page specific targetting available (see www.cineplexmedia.com) ROS - geo target or page specific as available. ONLY IAB UNITS (Big Box, Leaderboard, Skycraper)	To be used by December 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. Packages may be split into smaller packages.	1,000.0	\$ 12,450.00	IntCinep18178

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National	Cineplex.com	Geo and page specific targeting available (see www.cineplexmedia.com) ROS - geo target or page specific as available. ONLY IAB UNITS (Big Box, Leaderboard, Skycraper)	To be used by December 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. Packages may be split into smaller packages.	1,000.0	\$ 12,450.00	IntCinep18179
National	Corus Digital Network	1. DISPLAY MEDIA: 2,333,333 impressions, (choice of either/or IAB Leaderboards or Big Boxes) Can target Male Verticals of Female Verticals Lifestyle and Entertainment	To be used by December 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. May be split into smaller packages.	2,333.0	\$ 14,000.00	IntCorus18084
National	theglobeandmail.com Package #1	500,000 impressions, leaderboard or big box	To be used January 1 - August 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. May be purchased in smaller packages	500.0	\$ 7,200.00	IntGlobe18086
National	theglobeandmail.com Package #2	500,000 impressions, leaderboard or big box	To be used January 1 - August 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. May be purchased in smaller packages	500.0	\$ 7,200.00	IntGlobe18087
National	metronews.ca English Canada Website	Site Province	To be used by December 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable. Package may be split into smaller packages. Limiting the geotargeted area may limit the number of impressions available in a given campaign period. Impressions may be geotargeted by province as required	250.0	\$ 2,500.00	IntMetro18169

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National	nhl.com	Web/Mobile Web/App Mon, Wed, Fri, Sun - subject to availability Geo-targeting: Canada, English only Duration: 24 hours Creative: 970x66, 728x90, 300x250, 310x50 [for more specs, please request] 1,200,000/day	November 1, 2017 - March 31, 2018. Subject to inventory availability. Must be a new booking and cannot be credited to on existing booking. All purchases are non-commissionable. No ambush marketing [NHL is sensitive to Bud Red Goal Light creative and has restrictions on a) provincial lottery and b) retail driving to purchase hockey merch which we can work around but requires explanation]	1,200.0	\$ 10,000.00	IntNHL--18147
National	nhl.com	Web/Mobile Web/App Mon, Wed, Fri, Sun - subject to availability Geo-targeting: Canada, English only Duration: 24 hours Creative: 970x66, 728x90, 300x250, 310x50 [for more specs, please request] 1,200,000/day	November 1, 2017 - March 31, 2018. Subject to inventory availability. Must be a new booking and cannot be credited to on existing booking. All purchases are non-commissionable. No ambush marketing [NHL is sensitive to Bud Red Goal Light creative and has restrictions on a) provincial lottery and b) retail driving to purchase hockey merch which we can work around but requires explanation]	1,200.0	\$ 10,000.00	IntNHL--18148
National	AOL Canada ROS O&O Cross Platform Sites	Standard Ad units (728x90, 300x250, 320x50)	To be used by December 31, 2018. Must be a new booking, may not be credited against existing billings. All purchases are non commissionable. Creatives must follow relevant AOL and Yahoo guidelines.	1,000.0	\$ 6,000.00	IntOATH-18257
National	Yahoo Canada ROS O&O Cross Platform Sites	Standard Ad units (728x90, 300x250, 320x50)	To be used by December 31, 2018. Must be a new booking, may not be credited against existing billings. All purchases are non commissionable. Creatives must follow relevant AOL and Yahoo guidelines.	1,000.0	\$ 6,000.00	IntOATH-18258
National	Meteoedia MOBILE	300,000 impressions	To be used by December 31, 2018. Subject to availability and cannot replace existing bookings.	300.0	\$ 3,000.00	IntPelmo18101

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National	Theweather network X-Platform	500,000 ROS, National,	To be used by December 31, 2018. Subject to availability and cannot replace existing bookings.	500.0	\$ 2,500.00	IntPelmo18102
National	Rogers Digital Display	1,000,000 display Leaderboard impressions: Demo targeting (Men, Women, Sports), and Behavioral Targeting available.	To be used by December 31, 2018. Cannot be used as a credit towards existing bookings. Selection is subject to inventory availability at time of booking.	1,000.0	\$ 8,000.00	IntRoger18082
National	The Score Mobile	Brandsell banner ads only 320 x 50. 1,600,000 impressions	To be used by Dec 31, 2018. Selection is subject to availability. Cannot be used to acquire any inventory designated as sponsorship. Must be a new booking and cannot be credited against existing bookings. Net. Ideally 4 week lead time to secure inventory.	1,600.0	\$ 14,000.00	IntThe-S18117
National	Thre Score for Tablet	Brandsell banner ads only 728x90 400,000 impressions	To be used by Dec 31, 2018. Selection is subject to availability. Cannot be used to acquire any inventory designated as sponsorship. Must be a new booking and cannot be credited against existing bookings. Net. Ideally 4 week lead time to secure inventory.	400.0	\$ 3,500.00	IntThe-S18118
National	thestar.com	500,000 ROS impressions on thestar.com, Banner or Big Box	Selection is subject to availability and used before December 31, 2018. Must be a new booking and may not be credited against existing billings. All purchases are non-commissionable.	500.0	\$ 5,400.00	IntToron18172
National	RD.com - Reader's Digest	Standard display across desktop + mobile (advertiser responsible for all applicable ad serving costs)	To be used April 1, 2018 - March 31, 2019. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.	1,000.0	\$ 8,000.00	IntReade18105

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Quebec	Canal Vie Canal D Ztélé Investigation RDS Sympatico iHeartRadio Lookdujour Fraîchement Pressé BalleCourbe MuràMur VoyageVoyage EnVedette	Bell Media - RON - Quebec Bannières standards (300x250 et 728x90) Standard Banners (300x250 et 728x90)	Valide jusqu'au 31 décembre 2018 To be used before December 31, 2018	1,538.0	\$ 8,000.00	IntBELL-18238
Quebec	Canal Vie Canal D Ztélé Investigation RDS Sympatico iHeartRadio Lookdujour Fraîchement Pressé BalleCourbe MuràMur VoyageVoyage EnVedette	Bell Media - RON - Quebec Bannières standards mobiles (320x50) Standard Mobile Banners (320x50)	Valide jusqu'au 31 décembre 2018 To be used before December 31, 2018	600.0	\$ 1,680.00	IntBELL-18239
Quebec	Québecor Groupe média (applicable sur toutes nos plateformes)	1 campagne publicitaire de 20000\$ à la carte du tarifs en vigueur. Sites et Mobilité. Super bannière et Big Box en RON exclusivement. \$20,000 net of media based on current rate at time of booking. Websites and Mobility. Big Box and Leaderboard RON only.	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. Selon les disponibilités au moment de l'achat. Excluant la production et déplaçable. À utiliser avant le 31 décembre 2018 Cannot be used against existing bookings. Upon availability when booked. All bookings are net, exclude production and must be used before Dec 31, 2018		\$ 5,150.00	IntQuébe18259B

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Quebec	Groupe Radio-Canada (aplicable sur les plateformes disponibles soit Ici Radio-Canada.ca, Ici ARTV.ca, Ici Explora.ca, Ici Tou.tv) Radio Canada Group - can be used on Radio-Canada.ca, ARTV.ca, EXPLORA.ca and Tou.tv 6,000,000 impressions & \$9 cpm net	1 campagne publicitaire de 54 000\$ a la carte du tarifs en vigeur. Sites et Mobilites. Super banniere, Big Box ou Big Box video (exclude la video pre-roll) \$54,000 net of media based on current rate at time of booking. Websites and Mobility. Big Box, Leaderboard and Big Box Video (excludes pre-rolls).	Doit etre une nouvelle reservation et ne peut pas servir de credit contre des factures existantes. Doit etre un nouvel achat media et tous les achats sont sans commission. Selon les disponibilites au moment de l'achat. Excluant la production et deplacable. A utiliser avant le 31 decembre 2018. Cannot be used against existing bookings. Upon availability when booked. All bookings are net, exclude production and must be used before Dec 31, 2018	4,800.0	\$ 13,280.00	IntRadio18233C
Quebec	Télé-Québec	Big Box and/or Leaderboard,	This must be a new booking and can not be used as a credit against existing bills. It must be a new media agency . All purchases are commission -free . Dates: before December 31, 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 commision. Dates: avant le 31 decembre 2018	250.0	\$ 2,500.00	IntTélé-18189