

**2018 NABS Media Sale INVENTORY LIST - AVAILABLE DONATIONS TO DATE (5/14/2018) - 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	ITEM-#	PROPERTY	IMPRESSIONS (000s)	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	GROSS NABS RATE	NET MEDIA VALUE	NET NABS CPM (000s)
National	IntBell-18123	CTV -Bell Media Digital	3,000.0	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	\$ 28,236.00	\$ 60,000.00	\$ 8.00
National	IntCBC--18081	CBC.CA	250.0	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-commissionable.	\$ 3,882.45	\$ 8,250.00	\$ 13.20
National	IntCinep18178	Cineplex.com	1,000.0	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.	\$ 14,647.43	\$ 24,900.00	\$ 12.45
National	IntCinep18179	Cineplex.com	1,000.0	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.	\$ 14,647.43	\$ 24,900.00	\$ 12.45
National	IntCorus18084B	Corus Digital Network	1,133.0	1. DISPLAY MEDIA: 1,133,333 impressions, (choice of either/or IAB Leaderboards or Big Boxes)	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.	\$ 5,882.50	\$ 17,000.00	\$ 4.41
National	IntGlobe18086	theglobeandmail.com Package #1	500.0	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	\$ 8,470.80	\$ 18,000.00	\$ 14.40
National	IntGlobe18087	theglobeandmail.com Package #2	500.0	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	\$ 8,470.80	\$ 18,000.00	\$ 14.40

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National	IntNHL--18147	nhl.com	1,200.0	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]	\$ 11,765.00	\$ 30,000.00	\$ 8.33
National	IntNHL--18148	nhl.com	1,200.0	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]	\$ 11,765.00	\$ 30,000.00	\$ 8.33
National	IntOATH-18257	AOL Canada ROS O&O Cross Platform Sites	1,000.0	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.	\$ 7,059.00	\$ 10,000.00	\$ 6.00
National	IntOATH-18258	Yahoo Canada ROS O&O Cross Platform Sites	1,000.0	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.	\$ 7,059.00	\$ 10,000.00	\$ 6.00
National	IntPelmo18101	Meteomeia MOBILE	300.0	300,000 impressions	To be used by December 31, 2018. Subject to availability and cannot replace existing bookings.	\$ 3,529.50	\$ 6,000.00	\$ 10.00
National	IntPelmo18102	Theweather network X- Platform	500.0	500,000 ROS, National,	To be used by December 31, 2018. Subject to availability and cannot replace existing bookings.	\$ 2,941.25	\$ 5,000.00	\$ 5.00
National	IntRoger18082	Rogers Digital Display	1,000.0	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.	\$ 9,412.00	\$ 20,000.00	\$ 8.00
National	IntThe-S18117	The Score Mobile	1,600.0	Brandcell 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.	\$ 16,471.00	\$ 25,000.00	\$ 8.75

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National	IntThe-S18118	Thre Score for Tablet	400.0	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.	\$ 4,117.75	\$ 7,000.00	\$ 8.75
National	IntReade18105	RD.com - Reader's Digest	1,000.0	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.	\$ 9,412.00	\$ 16,000.00	\$ 8.00
British Columbia	Int----18256	Victoria Times Colonist (Website)	250.0	25,000 impressions	To be used by December 31, 2018.	\$ 294.13	\$ 625.00	\$ 1.00
British Columbia	IntBlack18198	Black Press- lower mainland	100.0	run of site in this region	to be used by Dec. 31, 2018.	\$ 705.90	\$ 1,500.00	\$ 6.00
British Columbia	IntBlack18199	Black Press - Vancouver Island	100.0	run of site in this region	to be used by Dec. 31, 2018.	\$ 705.90	\$ 1,500.00	\$ 6.00
British Columbia	IntBlack18200	Black Press -Interior North	100.0	run of site in this region	to be used by Dec. 31, 2018.	\$ 705.90	\$ 1,500.00	\$ 6.00
British Columbia	IntBlack18201	Black Press - Interior South	100.0	run of site in this region	to be used by Dec. 31, 2018.	\$ 705.90	\$ 1,500.00	\$ 6.00
Alberta	IntBlack18202	Black Press - Alberta	100.0	run of site in this region	to be used by Dec. 31, 2018.	\$ 705.90	\$ 1,500.00	\$ 6.00
Quebec	IntBELL-18238	Canal Vie Canal D Ztélé Investigation RDS Sympatico iHeartRadio Lookdujour Fraîchement Pressé BalleCourbe MuràMur VoyageVoyage EnVedette	1,538.0	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	\$ 9,412.00	\$ 20,000.00	\$ 5.20
Quebec	IntBELL-18239	Canal Vie Canal D Ztélé Investigation RDS Sympatico iHeartRadio Lookdujour Fraîchement Pressé BalleCourbe MuràMur VoyageVoyage EnVedette	600.0	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	\$ 1,976.52	\$ 4,200.00	\$ 2.80

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Quebec	IntQuébe18259B	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. A 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	\$ 9,412.00	\$ 12,800.00	#DIV/0!
Quebec	IntRadio18233D	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 4,000,000 impressions & \$9 cpm net	4,000.0	1 campagne publicitaire de 36 000\$ a la carte du tarifs en vigueur. Sites et Mobilités. Super banniere, Big Box ou Big Box video (exclude la video pre-roll)  \$36,000 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	\$ 10,447.00	\$ 22,200.00	\$ 2.22
Quebec	IntTélé-18189	Télé-Québec	250.0	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 commission. Dates: avant le 31 decembre 2018	\$ 2,941.25	\$ 6,250.00	\$ 10.00