



Proposed: 19/07/2011

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Client: AGAP VIEUX-GATINEAU

Agency: Direct

Rep: LONGVAL, GILLES

Product: PLAN DE REGROUPEMENT

Contact: MME PAULINE BOUCHARD

Assistant:

Campaign Summary

Demo: A18+	Total Ratings: 410	CPP: \$21.95
Market: Ott-Gat EM FRANCO	Total Audience: 1,370,000	CPM: \$6.57
Total Occ: 110		Contract Total: \$9,000.50
Aud Source: (1) Aut-10, (2) Aut-11		
Number of Weeks: 4		
Campaign Dates: 08/08/2011 to 28/08/2011 [3 wk(s)]; 05/09/2011 to 11/09/2011 [1 wk(s)];		
Comments: Prime(Rtgs): Mo-Su 5:00 pm-11:00 pm 58%. Continuity Discount: -50%.		

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Aug.			Sept	Ttl Occ.
							8	15	22	5	
Su	19:00 - 19:30	A MOURIR DE RIRE	\$120.00	5.00	18.0(1)	:30	1	1			2
Su	18:30 - 19:00	BETE ET SURDOUÉE	\$90.00	3.00	11.0(1)	:30	1	1			2
Su	10:00 - 11:45	CINÉMA AU LIT	\$42.50	2.00	6.0(2)	:30			1		1
Sa	16:15 - 18:00	CINÉ-POP	\$42.00	2.00	6.0(1)	:30	1	1			2
Sa	11:00 - 12:00	CRUSOE	\$17.00	1.00	7.0(1)	:30	1		1		2
F	19:00 - 19:30	EXTREME	\$144.00	5.00	15.9(1)	:30		1			1
F	19:30 - 20:00	LES VIDÉOS INCROYABL	\$144.00	5.00	15.9(1)	:30	1				1
M	19:00 - 20:00	QUI PERD GAGNE	\$180.00	6.00	22.0(1)	:30		1	1		2
Mo-Fr	16:30 - 17:00	TOP MODELE	\$42.50	2.00	7.9(2)	:30			2		2
Mo-Fr	12:30 - 13:30	TVA EN DIRECT.COM	\$21.00	2.00	6.0(1)	:30	2	2	2		6
Mo-Fr	12:30 - 13:30	TVA EN DIRECT.COM	\$42.50	2.00	7.0(2)	:30			2		2
Mo-Fr	13:30 - 13:45	VIE À GATINEAU-OTTAW	\$0.00	1.00	2.0(1)	:30	4	4	4		12
Sa	10:30 - 11:00	PAR-DESSUS LE MARCHÉ	\$21.00	1.00	6.0(1)	:30	2				2
Su	19:30 - 20:00	LES GAGS	\$120.00	5.00	17.0(1)	:30		1	1		2
Su	22:00 - 22:30	LE TVA RÉSEAU	\$70.00	2.00	5.0(1)	:30	2	2	2		6
Sa	23:00 - 23:30	LE TVA RÉSEAU	\$21.00	2.00	5.0(1)	:30	1	1			2
Mo-Fr	22:00 - 22:45	LE TVA 22 HEURES	\$144.00	6.00	19.0(1)	:30		2	2		4
Sa,Su	18:00 - 18:30	LE TVA 18 HEURES	\$180.00	5.00	16.0(2)	:30			2		2
Mo-Fr	18:00 - 18:30	LE TVA 18 HEURES	\$400.00	13.00	42.0(1)	:30	2		2		4
Mo-Fr	17:00 - 18:00	LE TVA 17 HEURES	\$252.00	9.00	31.0(1)	:30		2	2		4
W	20:00 - 21:00	DESTINÉES	\$252.50	9.00	32.0(2)	:30			1		1

Source: Estimates, Based on BBM-NMR Meter Data, Audience in thousands. CPR's based on exact ratings while Display Ratings have been rounded off.



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Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Aug.			Sept	Ttl Occ.
							8	15	22	5	
MTW	09:00 - 10:00	DEUX FILLES MATIN	\$42.50	2.00	9.0(2)	:30				2	2
Mo-Fr	15:00 - 15:30	DROLES DE VIDÉOS	\$21.00	2.00	7.0(1)	:30	2		2		4
Su	10:00 - 11:45	CINÉMA AU LIT	\$42.00	2.00	6.0(1)	:30	2				2
F	19:00 - 20:00	J.E.	\$252.50	8.00	29.0(2)	:30				1	1
M	21:00 - 21:30	LE GRAND C	\$120.00	5.00	15.9(1)	:30				1	1
Mo-Fr	11:45 - 12:30	LE TVA MIDI	\$42.00	2.00	7.9(1)	:30	2				2
Mo-Fr	18:30 - 19:00	SUCRÉ, SALÉ	\$177.50	7.00	23.9(1)	:30		1		1	2
Mo-Fr	06:00 - 09:00	SALUT BONJOUR	\$84.00	4.00	14.0(1)	:30		4	4		8
Mo-Fr	06:00 - 09:00	SALUT BONJOUR	\$85.00	4.00	15.0(2)	:30				2	2
Sa,Su	06:00 - 10:00	SALUT BONJOUR W-E	\$84.00	4.00	13.0(1)	:30	2	2	2		6
Sa,Su	06:00 - 10:00	SALUT BONJOUR W-E	\$0.00	4.00	13.0(1)	:30	2	2	2		6
Sa,Su	06:00 - 10:00	SALUT BONJOUR W-E	\$85.00	4.00	14.0(2)	:30				2	2
Sa,Su	06:00 - 10:00	SALUT BONJOUR W-E	\$0.00	4.00	14.0(2)	:30				2	2
Mo-Fr	10:00 - 11:00	SIMPLEMENT CLODINE	\$42.50	2.00	7.9(2)	:30				1	1
Mo-Fr	12:00 - 12:30	TVA MIDI	\$42.50	2.00	8.0(2)	:30				1	1
Mo-Fr	22:30 - 23:00	SUCRÉ SALÉ (R)	\$45.00	3.00	10.0(1)	:30	2	2	2		6

Source: Estimates, Based on BBM-NMR Meter Data, Audience in thousands. CPR's based on exact ratings while Display Ratings have been rounded off.