



LAISSEZ-VOUS DIVERTIR

Proposed: 19/07/2011

Ph:

Fax:

# V-Gat-Ott

Revised: 19/07/2011 12:14:58 PM

Ref: 6011

Page: 1

Client: AGAP VIEUX-GATINEAU

Agency: Direct

Rep: LONGVAL, GILLES

Product: PLAN DE REGROUPEMENT

Contact: MME PAULINE BOUCHARD

Assistant:

## Campaign Summary

**Demo:** A18+  
**Market:** Ott-Gat EM FRANCO  
**Total Occ:** 100  
**Aud Source:** (1) A 2010, (2) A 2011

**Total Ratings:** 161  
**Total Audience:** 397,800

**CPP:** \$16.80  
**CPM:** \$6.80  
**Contract Total:** \$2,705.50

**Number of Weeks:** 3

**Campaign Dates:** 22/08/2011 to 11/09/2011 [3 wk(s)];

**Comments:** Prime(Rtgs): Mo-Su 5:00 pm-11:00 pm 52%. Combination Discount: -50%.

## Proposed Schedule

Days	MTWTFSS	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Aug.		Sept	Ttl Occ.
								22	29	5	
Mo-Fr		18:00 - 18:30	ATOMES CROCHUS	\$82.50	3.00	10.0(1)	:30	2	2		4
M		20:00 - 21:00	CSI	\$55.00	2.00	4.0(2)	:30			2	2
Mo-Fr		23:00 - 23:30	DUMONT 11-12	\$15.00	1.00	1.0(2)	:30			2	2
Mo-Fr		22:30 - 23:00	DUMONT 360	\$25.00	1.00	1.0(1)	:30	2	2		4
Mo-Fr		12:00 - 12:30	DUMONT EN DIRECT	\$15.00	2.00	2.0(2)	:30		4	4	8
Mo-Fr		17:00 - 17:30	DUO	\$27.50	1.00	3.0(2)	:30			1	1
Mo-Fr		10:00 - 11:00	GENDRON-PROULX	\$0.00	1.00	3.0(2)	:30		4	4	8
Su		22:30 - 23:00	GENERATION INC.(R )	\$27.50	1.00	1.0(2)	:30			1	1
Mo-Fr		17:30 - 18:00	GUERRE DES CLANS	\$55.00	3.00	9.0(2)	:30		1		1
Mo-Fr		17:30 - 18:00	LA GUERRE DES CLANS	\$82.50	3.00	10.0(1)	:30	1			1
F		19:00 - 19:30	L'ARBITRE	\$55.00	3.00	10.5(2)	:30			1	1
M		21:00 - 22:00	LE MENTALISTE	\$82.50	3.00	10.5(1)	:30	1			1
Mo-Fr		06:30 - 09:00	LE SHOW DU MATIN	\$15.75	1.00	2.0(1)	:30	10			10
T		19:00 - 19:30	LES DÉTESTABLES	\$82.50	3.00	10.0(2)	:30			1	1
Mo-Fr		16:30 - 17:00	NOUVELLES LOCALES	\$0.00	2.00	6.0(1)	:30	2	2		4
Th		19:00 - 19:30	REMISE A NEUF	\$55.00	2.00	10.0(2)	:30			1	1
Th		19:00 - 19:30	REMISE A NEUF (R)	\$27.50	2.00	8.0(1)	:30	1			1
Mo-Fr		10:00 - 10:30	RIRE ET DÉLIRE	\$15.75	1.00	1.0(1)	:30	10			10
M		19:30 - 20:00	ROXY (V)	\$27.50	2.00	6.0(1)	:30	1	1		2
M		19:00 - 19:30	TAXI PAYANT	\$62.50	3.00	9.0(2)	:30		1	1	2
F		22:00 - 23:00	TRUE BLOOD	\$27.50	2.00	2.0(2)	:30			2	2

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

