



Proposed:
Ph:
Fax:

CHOT

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Client: AGAP VIEUX-GATINEAU
Product: PLAN DE REGROUPEMENT

Agency: Direct
Contact: MME PAULINE BOUCHARD

Rep: LONGVAL, GILLES
Assistant:

Campaign Summary

Demo: A18+
Market: Ott-Gat EM FRANCO
Total Occ: 17
Aud Source: (1) Aut-10

Total Ratings: 64
Total Audience: 210,800

CPP: \$20.23
CPM: \$6.14
Contract Total: \$1,294.50

Number of Weeks: 1

Campaign Dates: 25/07/2011 to 31/07/2011 [1 wk(s)];

Comments: Prime(Rtgs): Mo-Su 5:00 pm-11:00 pm 56%. Combination Discount: -50%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Jul. 25	Ttl Occ.
F	22:35 - 23:15	JUSTE RIRE EN DIRECT	\$90.00	4.00	16.0(1)	:30	1	1
Sa	23:00 - 23:30	LE TVA RÉSEAU	\$21.00	2.00	5.0(1)	:30	1	1
Sa	06:00 - 10:00	SALUT BONJOUR W-E	\$88.00	4.00	13.0(1)	:30	1	1
Sa	10:30 - 11:00	PAR-DESSUS LE MARCHÉ	\$21.00	1.00	6.0(1)	:30	1	1
Sa	20:30 - 23:00	CINÉMAX	\$144.00	4.00	13.0(1)	:30	1	1
Sa	16:15 - 18:00	CINÉ-POP	\$42.00	2.00	6.0(1)	:30	1	1
Sa	18:30 - 20:30	CINÉ-EXTRA	\$144.00	4.00	14.0(1)	:30	1	1
Sa,Su	12:00 - 12:30	LE TVA MIDI W-E	\$42.00	2.00	8.0(1)	:30	1	1
Su	19:00 - 20:30	JUSTE RIRE DIRECT	\$120.00	7.00	23.8(1)	:30	1	1
Su	18:00 - 18:30	LE TVA 18 HEURES	\$180.00	7.00	24.0(1)	:30	2	2
Su	22:00 - 22:30	LE TVA RÉSEAU	\$70.00	4.00	10.0(1)	:30	1	1
Su	06:00 - 10:00	SALUT BONJOUR W-E	\$0.00	4.00	13.0(1)	:30	2	2
Su	22:00 - 22:30	LE TVA RÉSEAU	\$68.50	4.00	10.0(1)	:30	1	1
Su	16:15 - 18:00	CINÉMA EN FAMILLE	\$42.00	2.00	6.0(1)	: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.