



LAISSEZ-VOUS DIVERTIR

Proposed: 22/07/2011

Ph:

Fax:

V-Gat-Ott

Revised: 22/07/2011 11:18:15 AM

Ref: 6013

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Client: AGAP VIEUX-GATINEAU

Agency: Direct

Rep: LONGVAL, GILLES

Product: Ajout campagne

Contact: Mme Pauline Bouchard

Assistant:

Campaign Summary

Demo: A18+
Market: Ott-Gat EM FRANCO
Total Occ: 75
Aud Source: (1) A 2010

Total Ratings: 124
Total Audience: 300,100

CPP: \$16.13
CPM: \$6.66
Contract Total: \$2,000.00

Number of Weeks: 3

Campaign Dates: 25/07/2011 to 31/07/2011 [1 wk(s)]; 08/08/2011 to 21/08/2011 [2 wk(s)];

Comments: Prime(Rtgs): Mo-Su 5:00 pm-11:00 pm 63%. Combination Discount: -60%.

Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Jul.		Aug.		Ttl Occ.
							25	8	15		
F	16:30 - 17:00	NOUVELLES LOCALES	\$32.00	2.00	6.0(1)	:30	1				1
F	23:00 - 23:30	L'ÉCHELLE DU TALENT	\$12.60	1.00	1.0(1)	:30	1				1
Sa	18:00 - 20:00	CINÉMA SAMEDI (1)	\$44.00	2.00	5.0(1)	:30	1				1
Sa	20:00 - 22:00	CINÉMA SAMEDI (2)	\$44.00	2.00	5.0(1)	:30	1				1
Sa	22:00 - 22:30	UN MONDE BÊTE	\$22.00	2.00	4.0(1)	:30	1				1
Sa	22:00 - 22:30	LIPSTICK JUNGLE	\$22.00	2.00	8.0(1)	:30	1				1
Sa,Su	06:00 - 06:30	V EXPRESS	\$12.70	1.00	1.0(1)	:30	2				2
Su	18:00 - 20:00	CINÉMA DIMANCHE (1)	\$44.00	2.00	5.0(1)	:30	2				2
Su	20:00 - 22:00	CINÉMA DIMANCHE (2)	\$22.00	2.00	4.0(1)	:30	2				2
Su	22:00 - 23:00	DISTRACTION DIM 22H0	\$12.00	2.00	2.0(1)	:30	1				1
Su	09:30 - 10:00	EXPEDITION PLEIN AIR	\$0.00	1.00	1.0(1)	:30	1				1
Su	10:00 - 11:00	RPM	\$0.00	1.00	6.0(1)	:30	1				1
Mo-Fr	18:00 - 18:30	ATOMES CROCHUS	\$66.00	3.00	10.0(1)	:30		1			1
Mo-Fr	16:30 - 17:00	NOUVELLES LOCALES	\$26.00	2.00	6.0(1)	:30		2			2
M	20:00 - 21:00	CSI	\$44.00	2.00	5.9(1)	:30		1	1		2
Mo-Fr	06:30 - 09:00	LE SHOW DU MATIN	\$12.60	1.00	2.0(1)	:30		6	6		12
Mo-Fr	18:30 - 19:00	SOUPER PRESQUE PARF	\$66.00	3.00	10.9(1)	:30		1	1		2
Mo-Fr	22:30 - 23:00	DUMONT 360	\$20.90	2.00	2.0(1)	:30		1	1		2
Mo-Fr	10:00 - 10:30	RIRE ET DÉLIRE	\$12.85	1.00	1.0(1)	:30		4	4		8
Mo-Fr	23:00 - 23:30	L'ÉCHELLE DU TALENT	\$12.60	1.00	1.0(1)	:30		1	1		2
Mo-Fr	22:00 - 22:30	UN GARS LE SOIR	\$44.00	2.00	6.0(1)	:30		2	2		4

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



Laissez-vous divertir

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Proposed Schedule

Days	Hours	Program	Rate(\$)	Rtg	Aud (000)	Len (s)	Aud			Ttl
							Jul. 25	Aug. 8	Aug. 15	
W	19:00 - 20:00	L'AMOUR AVEUGLE	\$22.00	2.00	8.0(1)	:30		1		1
F	20:00 - 22:00	CINÉMA PRIME	\$50.00	2.00	5.0(1)	:30		2		2
Sa	22:00 - 22:30	MECHANT FARCEUR (SAM	\$16.00	2.00	2.0(1)	:30		1		1
Sa	22:00 - 23:00	LECONS DE SÉDUCTION	\$22.00	2.00	4.0(1)	:30		1	1	2
Su	18:00 - 20:00	CINÉMA DIMANCHE (1)	\$44.00	2.00	5.0(1)	:30		2		2
Su	20:00 - 22:00	CINÉMA DIMANCHE (2)	\$22.00	2.00	4.0(1)	:30		1		1
M	21:00 - 22:00	LE MENTALISTE	\$66.00	3.00	10.5(1)	:30			1	1
M	19:00 - 19:30	TAXI PAYANT	\$66.00	3.00	9.0(1)	:30			1	1
Mo-Fr	16:30 - 17:00	NOUVELLES LOCALES	\$26.00	2.00	6.0(1)	:30			1	1
Mo-Fr	06:30 - 09:00	LE SHOW DU MATIN	\$12.60	1.00	2.0(1)	:30			5	5
Mo-Fr	17:30 - 18:00	LA GUERRE DES CLANS	\$66.00	3.00	10.0(1)	:30			1	1
Mo-Fr	17:00 - 17:30	L'ÉCHELLE DU TALENT	\$48.00	2.00	5.0(1)	:30			2	2
W	19:30 - 20:00	MAGIE DE C. ANGEL	\$22.00	2.00	6.0(1)	:30			1	1
Th	19:00 - 19:30	REMISE A NEUF (R)	\$22.00	2.00	8.0(1)	:30			1	1
Su	18:00 - 20:00	CINÉMA DIMANCHE (1)	\$44.00	2.00	5.0(1)	:30			1	1
Su	22:00 - 23:00	DISTRACTION DIM 22H0	\$12.00	2.00	2.0(1)	:30			1	1