

PROPOSAL PRESENTED TO

BUYER : MR. LUC PETER
AGENCY : NATIONAL SPORT COMPACT
ADVERTISER : NATIONAL SPORT COMPACT
PRODUCT : EXPO MAY 5TH & 6TH 2007
TARGET GROUP : ALL 2+ - T 12-17
BROADCASTER : CFTM-TV, MONTREAL
CAMPAIGN : April 25 to May 5, 2007
COMMERCIAL LENGTH : 30S
CAMPAIGN COST : \$19,235.00
FILE : 001172

DORÉ LUCIE
Sales representative
April 11, 2007

B B M P R O P O S A L

CFTM-TV, MONTREAL

MR. LUC PETER
NATIONAL SPORT COMPACT

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EXPO MAY 5TH & 6TH 2007
Commercial length : 30S

FILE: 001172
DORÉ LUCIE
April 11, 2007

ASSISTANT :
LAFLAMME CAROLE

CAMPAIGN : April 25 to May 5, 2007

WEEK BEGINNING ON MONDAY

DAY	TIME	PROGRAM	CLA	RATE (\$)	AUD (000)		AUD (000)		April 2007		May	TOTAL OCC.
					RTNG	ALL 2+	RTNG	T 12-17	23	30		
M	23H30-02H00	CINE-LUNE		92.50	1	37	1	1			1	1
M-F	05H30-06H00	SALUT BONJOUR		185.00	2	60	1	3		2	2	4
M-F	06H00-09H00	SALUT BONJOUR (6H)		420.00	5	176	4	17		1	2	3
M-F	11H45-12H30	LE TVA MIDI		340.00	5	169	3	10		2	2	4
M-F	17H00-18H00	LE 17 HEURES		1,040.00	9	322	6	23			2	2
M-F	23H00-23H30	LE CERCLE		235.00	3	98	1	4		1		1
TU	21H00-22H00	LA GRANDE EVASION		2,022.50	11	391	7	20			1	1
TU	23H30-01H30	CINE-LUNE		92.50	1	37	1	1			1	1
W	20H00-21H00	QUI PERD GAGNE		2,687.50	14	494	16	42			1	1
W	23H30-01H30	CINE-LUNE		92.50	1	37	1	1			1	1
TH	23H30-02H30	CINE-LUNE		92.50	1	37	1	1			1	1
TH	00H30-03H15	CINE-LUNE		92.50	1	37	1	1		1		1
F	23H30-00H00	DANS MA CAMERA		185.00	2	76	2	4		1	1	2
F	00H00-03H00	CINE-LUNE		165.00	2	58	1	2			1	1
F	01H00-03H00	CINE-LUNE		165.00	2	58	1	2		1		1
SA	06H30-10H00	SALUT BONJOUR (W-E)		452.50	5	189	3	10		2		2
SA	11H30-12H00	LES PIERRAFEU		185.00	2	64	2	8		1		1

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DAY	TIME	PROGRAM	CLA	RATE (\$)	AUD (000)		AUD (000)		April 2007		TOTAL OCC.
					RTNG	ALL 2+	RTNG	T 12-17	23	30	
SA	16H00-18H00	SERIE BOXE BUDWEISER		235.00	4	131	1	3		1	1
SA	16H00-18H00	CINE-POP		305.00	4	118	3	12		1	1
SA	18H30-21H00	CINE-EXTRA		1,530.00	8	266	8	30		1	1
SA	21H00-23H30	CINEMAX		1,350.00	6	205	5	16		1	1
SA	23H30-01H30	SERIE BOXE BUDWEISER		92.50	1	42	1	3		1	1
SA	00H00-02H30	CINE-LUNE		185.00	2	63	1	1		1	1
SU	06H30-10H00	SALUT BONJOUR (W-E)		435.00	5	181	3	12		1	1
SU	10H00-12H00	CINEMA AU LIT		475.00	5	159	3	10		1	1
SU	15H30-18H00	CINEMA EN FAMILLE		460.00	5	155	6	21		1	1

SOURCE: TÉLÉ-MÉTROPOLE RESEARCH DEPARTMENT

EXTENDED

CAMPAIGN COST

PRIME TIME %:

\$19,235.00

29%

TARGET GROUP ALL 2+

TOTAL IMPRESSIONS :

TOTAL CPM:

TOTAL GR

CPR:

5,552

\$3.46

162

\$118.73

TARGET GROUP T 12-17

TOTAL IMPRESSIONS :

TOTAL CPM:

TOTAL GR

CPR:

398

\$48.33

122

\$157.66

38

S U M M A R Y

NATIONAL SPORT COMPACT

FILE: 001172

CAMPAIGN COST \$19,235.00

TARGET GROUP ALL 2+

TARGET GROUP T 12-17

PRIME TIME %

TOTAL IMPRESSIONS : 5,552

TOTAL IMPRESSIONS : 398

PRIME TIME: 29%

TOTAL CPM: \$3.46

TOTAL CPM: \$48.33

OFF PRIME TIME: 71%

CPR: \$118.73

CPR: \$157.66

TOTAL GR 162

TOTAL GR 122

O T H E R S T A R G E T S S U M M A R Y

MAIN TARGET = A
OTHER TARGETS = N

WEEK	OCC.	GRP	IMPRES.	RATE	INVEST.	MONTHLY	GRP	IMPRES.	RATE	INVEST.	MONTHLY
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		A - ALL 2+					N - T 12-17				
2007-04-23	19	74.0	2,492	\$15,955	\$7,978	\$7,978	54.0	184	\$15,955	\$7,978	\$7,978
2007-04-30	19	88.0	3,060	\$22,515	\$11,258	\$11,258	68.0	214	\$22,515	\$11,258	\$11,258
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TOTAL	38	162	5,552	\$38,470	\$19,235		122	398	\$38,470	\$19,235	
		CPR : 118.73 CPM : 3.46					CPR : 157.66 CPM : 48.33				