



2017-18 English DVD Rate Card

National/Regional/Selective

EFFECTIVE May 24, 2017

Broadcast Investment - DVD Gross Dollars	5%	10%	15%
Continuity Thresholds	13 weeks	26 weeks	52 weeks
DVD Thresholds			
CBC Network	\$250,000	\$550,000	\$1,250,000
Pacific Region	\$30,000	\$60,000	\$125,000
CBRT Calgary	\$20,000	\$45,000	\$90,000
CBXT Edmonton	\$20,000	\$45,000	\$90,000
CBKT Regina/Saskatoon	\$7,500	\$20,000	\$50,000
CBWT Winnipeg	\$10,000	\$20,000	\$50,000
Ontario Region	\$65,000	\$150,000	\$375,000
CBLT Toronto	\$40,000	\$90,000	\$250,000
CBOT Ottawa	\$17,000	\$30,000	\$60,000
CBMT Montreal	\$10,000	\$25,000	\$45,000
CBAT Saint John/Moncton	\$5,500	\$12,000	\$20,000
CBCT Charlottetown	\$8,500	\$20,000	\$30,000
CBHT Halifax	\$8,500	\$18,500	\$42,500
CBNT St. John's/Cornerbrook	\$15,000	\$30,000	\$60,000
CBC News Network	\$60,000	\$125,000	\$285,000
Calculate DVD discount first and then apply Continuity discount to new total			
ROS not eligible for DVD or Continuity			

Additional Incentives	
Spend equivalent dollars on both CBC & Radio-Canada (Please contact your RO rep for details)	5% Cash discount or 10% Inventory bonus



CBC & Radio-Canada

MEDIA SOLUTIONS

Canadian EXPERTISE D'ICI