



2019-20 English DVD Rate Card

National/Regional/Selective

EFFECTIVE May 29, 2019

Broadcast Investment - DVD Gross Dollars	5%	10%	15%
Continuity Thresholds	13 weeks	26 weeks	52 weeks
DVD Thresholds			
CBC Network	\$175,000	\$375,000	\$800,000
Pacific Region	\$22,500	\$45,000	\$100,000
CBRT Calgary	\$15,000	\$30,000	\$75,000
CBXT Edmonton	\$15,000	\$35,000	\$75,000
CBKT Regina/Saskatoon	\$7,500	\$20,000	\$40,000
CBWT Winnipeg	\$10,000	\$25,000	\$55,000
Ontario Region	\$75,000	\$175,000	\$375,000
CBMT Montreal	\$10,000	\$20,000	\$40,000
CBAT Saint John/Moncton	\$6,000	\$12,000	\$18,000
CBCT Charlottetown	\$8,500	\$20,000	\$30,000
CBHT Halifax	\$10,000	\$22,000	\$38,000
CBNT St. John's/Cornerbrook	\$15,000	\$35,000	\$55,000
Maritimes Region (CBAT, CBCT, CBHT)	\$8,000	\$16,000	\$25,000
CBC News Network	\$55,000	\$125,000	\$260,000
Calculate DVD discount first and then apply Continuity discount to new total			
**Continuity based on continuous weeks of similar activity on the same channel			
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

Please note DVD and Continuity discounts cannot be used in conjunction with corporate deals

