



2020-21 English DVD Rate Card National/Regional/Selective

EFFECTIVE May 25, 2020

Broadcast Investment - DVD Net Dollars	5%	10%	15%
DVD Thresholds			
CBC Network	\$150,000	\$320,000	\$675,000
Pacific Region	\$20,000	\$40,000	\$85,000
CBRT Calgary	\$13,000	\$25,000	\$65,000
CBXT Edmonton	\$13,000	\$30,000	\$60,000
CBKT Regina/Saskatoon	\$6,000	\$17,000	\$34,000
CBWT Winnipeg	\$8,000	\$22,000	\$45,000
Ontario Region	\$65,000	\$150,000	\$320,000
CBMT Montreal	\$8,000	\$17,000	\$34,000
CBAT Saint John/Moncton	\$5,000	\$10,000	\$15,000
CBCT Charlottetown	\$7,000	\$17,000	\$25,000
CBHT Halifax	\$8,000	\$16,000	\$30,000
CBNT St. John's/Cornerbrook	\$12,000	\$29,000	\$45,000
Maritimes Region (CBAT, CBCT, CBHT)	\$6,000	\$10,000	\$15,000
CBC News Network	\$50,000	\$110,000	\$215,000
ROS not eligible for DVD			

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

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

