



2024-25 English DVD Rate Card

National/Regional/Selective

EFFECTIVE May 27th, 2024

Broadcast Investment - DVDs Net Dollars	5%	10%	15%
DVD Thresholds			
CBC Network	\$130,000	\$325,000	\$675,000
Pacific Region	\$30,000	\$40,000	\$95,000
CBRT Calgary	\$17,000	\$30,000	\$60,000
CBXT Edmonton	\$17,000	\$30,000	\$60,000
CBKT Regina/Saskatoon	\$14,000	\$22,000	\$38,000
CBWT Winnipeg	\$14,000	\$25,000	\$50,000
Ontario Region	\$90,000	\$175,000	\$325,000
CBMT Montreal	\$12,000	\$25,000	\$40,000
CBAT Saint John/Moncton	\$5,000	\$8,000	\$15,000
CBCT Charlottetown	\$10,000	\$18,000	\$30,000
CBHT Halifax	\$10,000	\$15,000	\$30,000
CBNT St. John's/Cornerbrook	\$15,000	\$30,000	\$45,000
CBC News Network	\$70,000	\$125,000	\$225,000
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 or Olympic bookings.

