



# 2026-27 English DVD Rate Card National/Regional/Selective

EFFECTIVE May 25th, 2026

Broadcast Investment - DVDs Net Dollars	5%	10%	15%
<b>DVD Thresholds</b>			
CBC Network	\$115,000	\$300,000	\$650,000
Pacific Region	\$20,000	\$35,000	\$90,000
CBRT Calgary	\$18,000	\$30,000	\$60,000
CBXT Edmonton	\$18,000	\$30,000	\$60,000
CBKT Regina/Saskatoon	\$14,000	\$22,000	\$38,000
CBWT Winnipeg	\$14,000	\$25,000	\$50,000
Ontario Region	\$100,000	\$175,000	\$325,000
CBMT Montreal	\$10,000	\$20,000	\$35,000
CBAT Saint John/Moncton	\$5,000	\$15,000	\$20,000
CBCT Charlottetown	\$10,000	\$18,000	\$30,000
CBHT Halifax	\$10,000	\$15,000	\$30,000
CBNT St. John's/Cornerbrook	\$15,000	\$25,000	\$40,000
<b>CBC News Network</b>	<b>\$60,000</b>	<b>\$100,000</b>	<b>\$200,000</b>
<b>**RON not eligible for DVD**</b>			

<b>Additional Incentives</b>	
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.

