

Getting Your Message Out Using

To Be Seen...To Be Remembered...To Influence

TV captures the benefits of all media alternatives

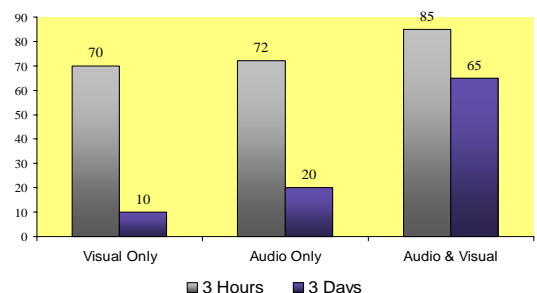
- ✓ Taking the pictures from the newspapers
- ✓ Adding colour from magazine ads
- ✓ Sound from radio
- ✓ *Bringing it all together with motion!*

To Be Seen...

- Be where your customers are: 96% of Canadians report watching television every week and they watch for approximately 24 hours each week. Equally important is that viewing levels continue to remain consistent year-to-year.
- Your potential customers continue to make CTV programming, including the region's premier news service, the most watched station in the region.
- CTV clients have complete access to CTV's Media Research Department where we can help you define your customer target and assess their media habits. All of this will help ensure that your campaigns can influence consumer towards your product or service.

To Be Remembered...

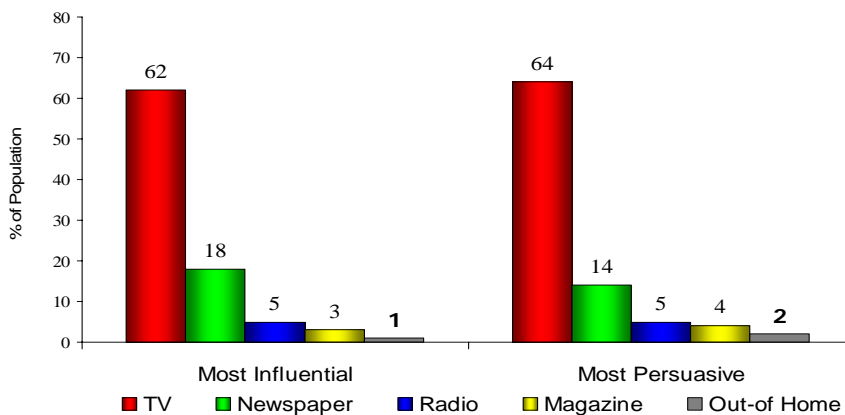
Using the power of sight, sound and motion, your campaign can generate the emotional response that ensures it is remembered longer in comparison to other media delivered via an audio or visual means alone.



Why Advertise on

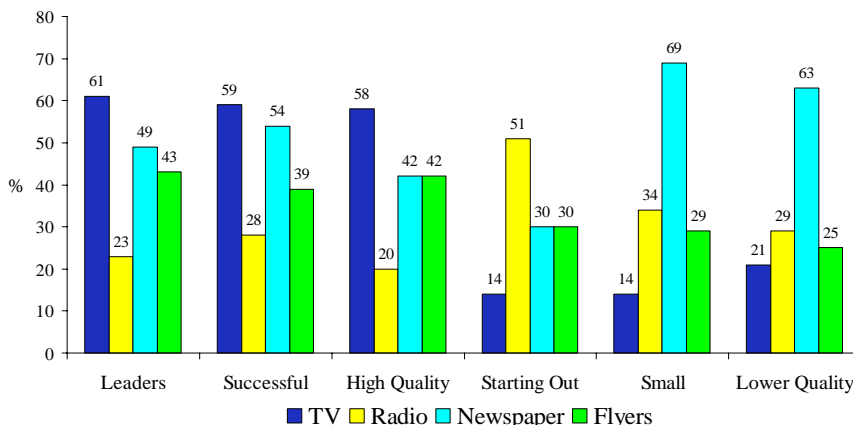
To Influence...

- Influence and persuade your potential customers to become customers using the medium rated to be our most influential and persuasive advertising media.



Source: 2009 Comquest Media Study, A18+, Canada

- Be seen as a leader, successful and of higher quality by using the one medium that can create that impression in the minds of consumers – Television...CTV Television!



Source: Goldfarb Consultants, 2002, A18+

Why Advertise on

It's Not Just About 30 Second Commercials

➤ Commercial Campaigns

- 30 seconds and/or 15 second commercials

➤ Sponsorship Campaigns

- ✓ Are an excellent way to maintain awareness and build a brand image at a reduced cost compared to standard commercials. They include
 - ✓ 10 Second closed captioning sponsorships
 - ✓ Billboards sponsorships of CTV News segments and CTV News updates

➤ Contests / Promotions

- ✓ Contest promotions can be used to create store traffic and communicate an image for your business or service.

➤ Campaigns on www.swo.ctv.ca

- ✓ You can run an integrated campaign combining on-air elements with sponsorship/commercial programs on our popular local website including:
 - ✓ Banner campaigns
 - ✓ Streaming Video Sponsorship campaigns including pre-rolls
 - ✓ Home page video panel
 - ✓ Contesting

The Right Message... To the Right People...

At the right Time... In the Right Place

