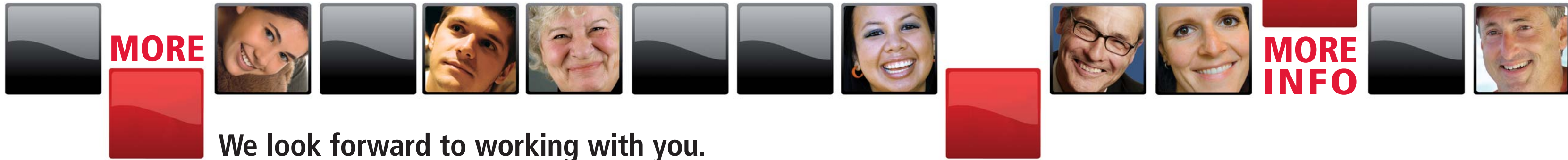


Visit our website
for more information
www.tvlistingschannel.ca

TV LISTINGS
more than just what's on



We look forward to working with you.

MORE info
MORE targeted
MORE effective
MORE affordable

TV LISTINGS
more than just what's on



MORE INFO

Local Weather

Current conditions, plus 24-hour and 3-day forecasts specific to each market

Headline News

Provincial, National & International News, followed by Entertainment and Sports

Expanded Weather

More local weather details, displayed every three minutes

Lottery Numbers

Displayed every 15 minutes on the quarter-hour



Commercial Advertising

Your commercial appears a minimum of once per hour

What's On

90 minutes of TV listings with sports and movies identified by colour



MORE Effective

MORE Targeted

▶ Extensive Reach

Rogers TV Listings' audience is measured by BBM, which reinforces our cost efficiency.

▶ Viewers Are 'Tuned In'

The TV Listings channel is an information destination. Viewers are watching the channel *actively and attentively*.

▶ Avoid 'Ad Avoidance'

Viewers can not bypass commercial messages, as advertising is delivered simultaneously with the channel's content.

▶ High Frequency

A minimum of one commercial per hour, 24 hours per day, 7 days a week. That's 168 commercials per week!



▶ Unmatched Geo-Targeting

Advertisers can purchase a single market, or multiple markets nationwide.

Rogers TV Listings is available to 2,800,000* cabled households, comprised of:

- ✓ 27 distinct Ontario markets, including 1,550,000* subscribers within 8 Greater Toronto Area markets
- ✓ 175,000* cable subscribers within 6 New Brunswick markets
- ✓ 70,000* cable subscribers within 8 Newfoundland markets.

* Approximate

Rogers TV Listings can accommodate National media campaigns (excluding Quebec) through its working relationships with other cable companies. Our combined network provides our advertisers access to over 5 million cabled households nationwide.



MORE Targeted

The flexibility to target a specific community, or run a provincial, or even national campaign.

