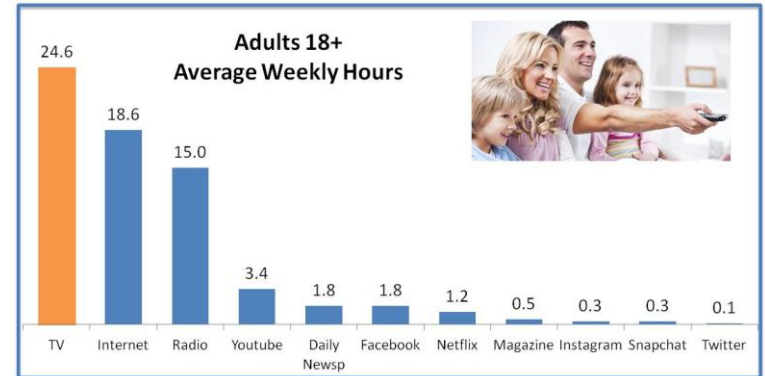


# Media Kit Fall 2018

# TV Reaches More People More Effectively

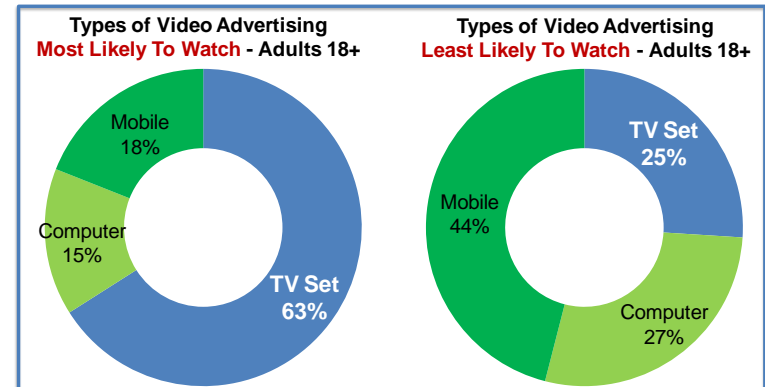
## Most Time Spent

- TV is #1 for time spent, 32% more than its closest traditional competition (internet) and 7x more than its closest social media competition (Youtube).



## Highest Impact

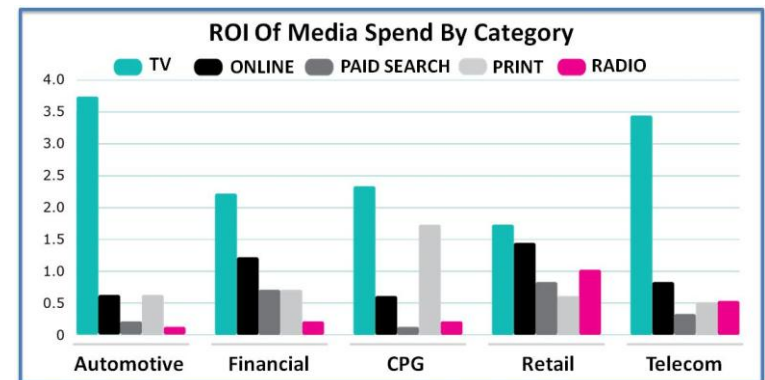
- Viewers pay the most attention to TV ads, finding them the most trusted, engaging, influential and effective.



## The Largest Return

- TV generates 7x the return on investment of online, print and radio across multiple industries.
- “TV offers the best ROI across all media”

*Former Coca Cola Co. Global CMO Marcos De Quinto*



# CHCH Offers A Unique TV Opportunity

CHCH has been on the air for over 60 years and is proud to be one of Canada's few remaining independent TV stations. We are uniquely positioned to deliver unrivaled news coverage in our local Hamilton Niagara market while also delivering regional Ontario coverage with a strong lineup of US simulcasts, recognizable syndicated programs and popular movie titles.

## Hamilton Niagara Region

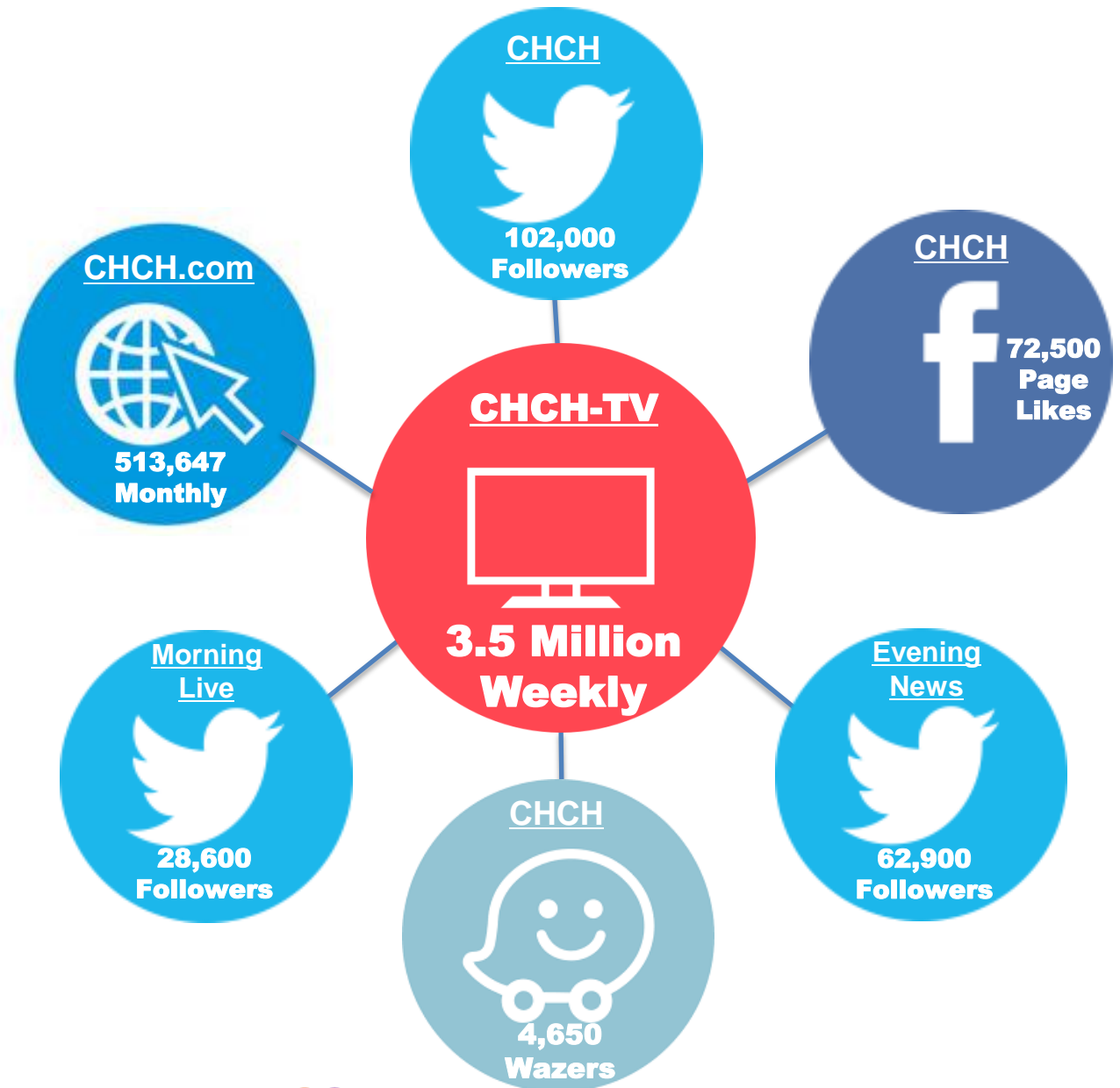
- CHCH is the only local TV station in the Hamilton Niagara region, Canada's 5<sup>th</sup> largest TV market (the Top 4 markets have at least 5 local stations).
- Our news is #1 by a long shot and the only relevant local news in this market.
- One local voice to reach a market of over 1.2 million consumers.

## Toronto & Beyond

- With wide appeal programs like 60 Minutes, 20/20, 48 Hours, & Empire, CHCH reaches millions of viewers weekly across Toronto and the rest of Ontario.



# Millions Engage With The CHCH Brand Across Multiple Platforms



# Available To Well Over 90% of Ontario



Note: CHCH is available in additional areas across Ontario, including the Peterborough/Kingston area through satellite and digital cable

# Prime-Time Anchored by Proven US Simulcasts



# Prime-Time Schedule

Program Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
6:00 PM	Evening News at Six					Evening News at Six			
6:30 PM						Inside the Story (encore)			
7:00 PM	Inside the Story					andPOP (encore)	60 Minutes (S-CBS)		
7:30 PM	M*A*S*H					R.L. Stine's The Haunting Hour			
8:00 PM	CHCH at the Movies	CHCH at the Movies	Empire (S-Fox)	CHCH at the Movies	Fresh off the Boat (S-ABC)	CHCH at the Movies	Sunday Blockbuster		
8:30 PM					Speechless (S-ABC)				
9:00 PM			The Night Shift		Dr. Ken				
9:30 PM					Community				
10:00 PM					The Tudors	andPOP		20/20 (S-ABC)	48 Hours (S-CBS)
10:30 PM									
11:00 PM	Evening News at Eleven								

Highlighted = US simulcast programs



# Classic Fun All Day

CHCH's popular daytime retro programming now airs from  
10:00am – 6:00pm





# Daytime Schedule

Program Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM	Morning Live					Paid Programming	
6:30 AM							
7:00 AM							
7:30 AM							
8:00 AM							
8:30 AM							
9:00 AM							
9:30 AM							
10:00 AM	I Love Lucy					Matinee Movies	
10:30 AM	Mary Tyler Moore						
11:00 AM	Rhoda						
11:30 AM	Lavrene & Shirley						
12:00 PM	Hogan's Heroes						
12:30 PM	Taxi						
1:00 PM	Soap						
1:30 PM	Barney Miller						
2:00 PM	Mission Impossible						
2:30 PM	Mission Impossible						
3:00 PM	Lost in Space						
3:30 PM	Lost in Space						
4:00 PM	Mork & Mindy						
4:30 PM	Who's the Boss?						
5:00 PM	Cheers					Funny You Should Ask	
5:30 PM	Happy Days					Funny You Should Ask	

Highlighted = US simulcast programs

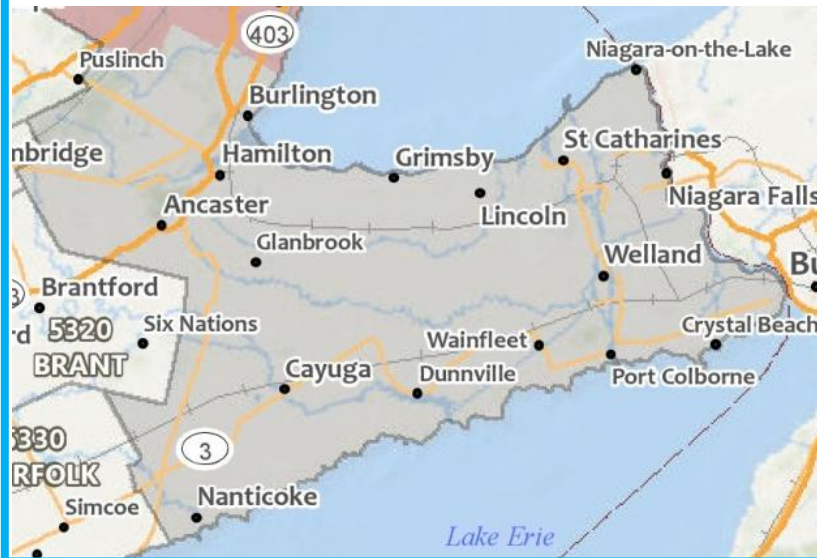


# Unparalleled Local Coverage

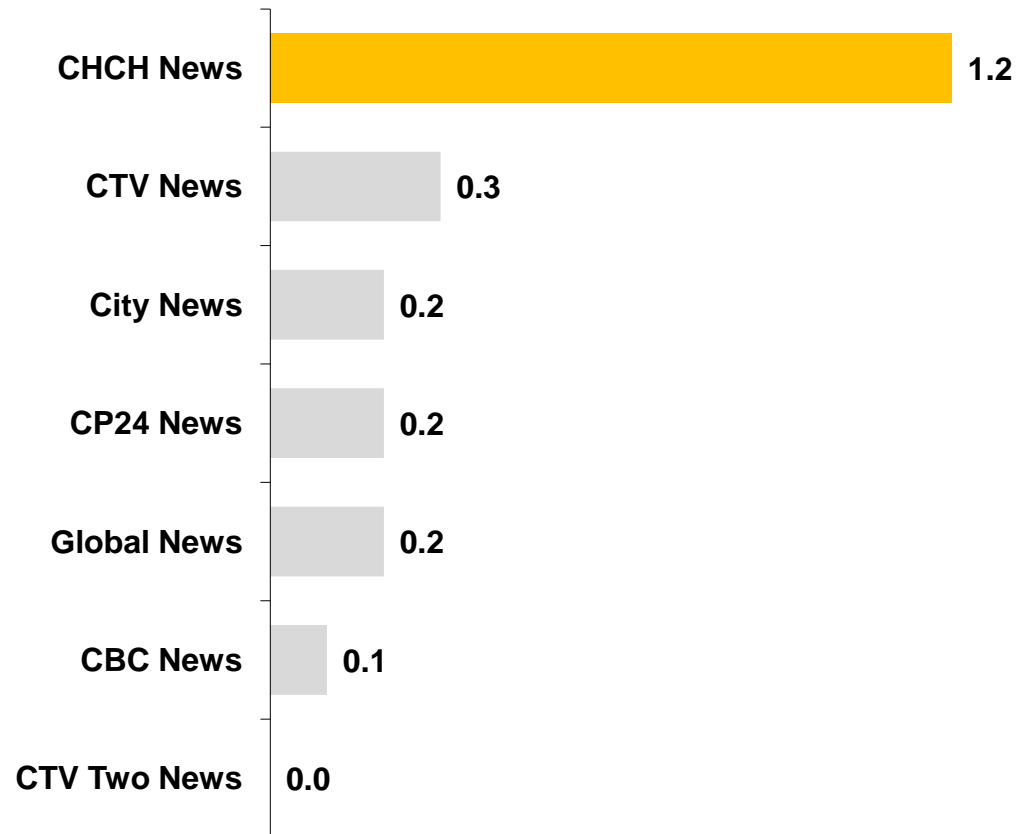
Dominant local news means full coverage of the Hamilton Niagara region, an area of the Toronto/Hamilton EM that encompasses over 1.2 million people.

CHCH reaches over **90%** of the **Hamilton Niagara market**, an areas that spans from Burlington to Niagara Falls.

## Hamilton Niagara Region



## News Ranker – Key News Dayparts\* Hamilton Niagara Region, Adults 25-54

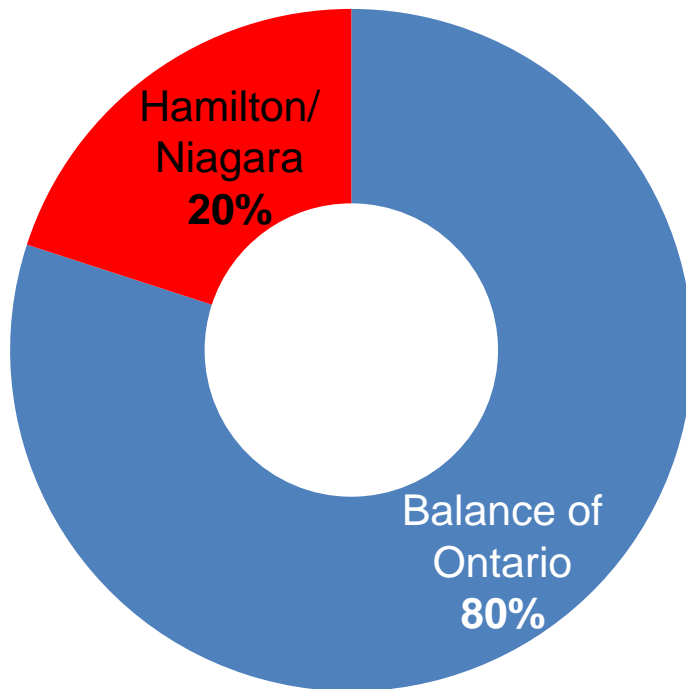


# Strong Regional Reach

CHCH reaches over 3 million viewers across Ontario with a **diverse schedule of US simulcasts, movies and syndicated favourites** that attract **wide appeal across the entire province**. 80% of CHCH's "non news" viewership comes from outside Hamilton Niagara.

## Average Minute Audience

Non News Programs  
Ontario, A25-54

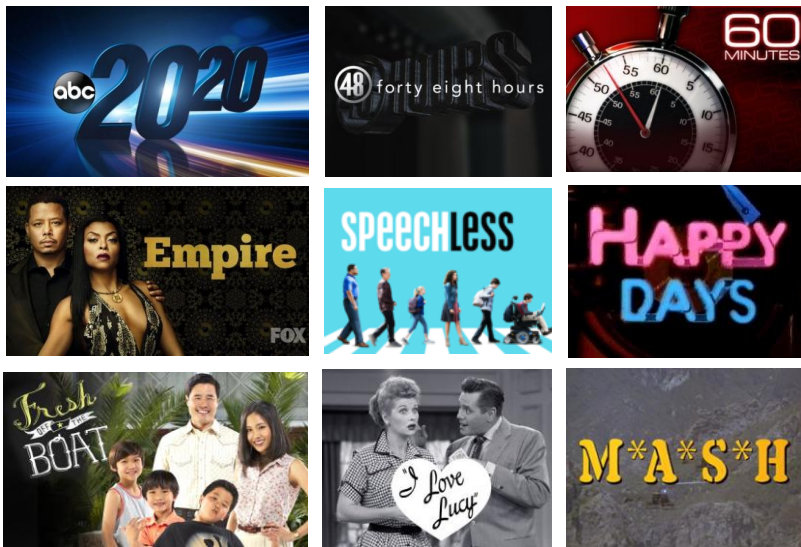


## A Sampling of Popular Programs With Strong Regional Reach:



# The Ideal Program Mix

CHCH's unique schedule effectively and efficiently reaches the entire Toronto EM and the rest of Ontario.



+



Wide appeal US simulcasts, syndicated favourites and popular movies to reach the whole Toronto EM and the rest of Ontario.

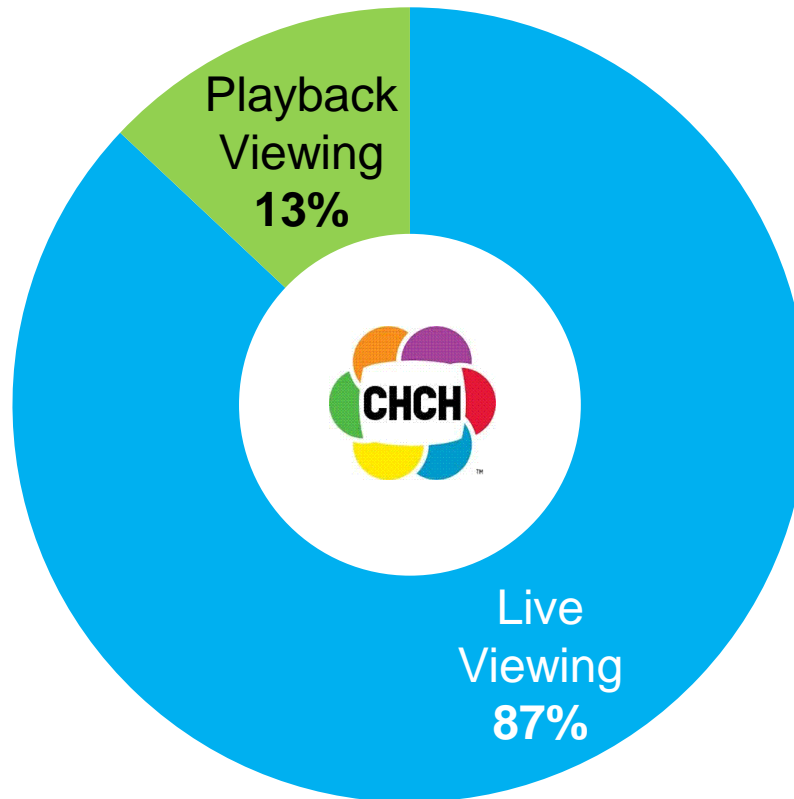
Dominant news in the western half of the Toronto EM offering extensive unduplicated news reach.



# Ads That Are Seen Not Skipped

87% of CHCH's audience comes from live viewing.

**Average Minute Audience**  
M-Su 2a-2a, Ontario, A25-54



# A Diverse Viewership

Demographic	Avg Wkly Rch	Profile %
Individuals 2+	3,083,000	100%
<b><u>Gender</u></b>		
Women	1,596,000	52%
Men	1,487,000	48%
<b><u>Age</u></b>		
Individuals 2-17	335,000	11%
Adults 18-24	187,000	6%
Adults 25-34	266,000	9%
Adults 35-54	760,000	25%
Adults 55-64	571,000	19%
Adults 65+	964,000	31%
<b><u>Occupation</u></b>		
Managers/Professionals	406,000	13%
Technical/Trade	216,000	7%
Sales	234,000	8%
Clerical/Labourer	352,000	11%
<b><u>Education</u></b>		
College+	1,381,000	45%
University+	733,000	24%
<b><u>Household Information</u></b>		
Home Owned	2,350,000	76%
Kids in Home	989,000	32%
HHI Under \$30,000	376,000	12%
HHI \$30,000-\$50,000	418,000	14%
HHI \$50,000-\$75,000	563,000	18%
HHI \$75,000-\$100,000	448,000	15%
HHI \$100,000+	943,000	31%



# A Website That Enhances Your TV Buy

Ensure that your message is reaching all CHCH fans by adding CHCH.com to your TV buy. Visitors to the site are younger and access their news differently, making it a great compliment to our TV station.

- **513,647** Monthly Users
- **830,532** Monthly Sessions
- **1,565,939** Page Views Per Month
- Key Age Demographics
  - Adults 25-54: **Index 109**
  - Adults 35-64: **Index 121**
  - Women 18-49: **Index 132**
  - Women 25-54: **Index 151**
- High Income Households
  - HHI \$100,000+: **Index 136**



# Special Advertising Opportunities





# Lower Third Ads On CHCH

These 10 second graphic advertisements are a great way to get your brand noticed in-show, over content while viewers are at their highest engagement level! Lower third ads can be used to reinforce & build on your commercial campaign by reminding viewers of your brand message or providing additional information like a website address or call-to-action. They are high-impact and tough to miss or skip over during prime time shows from 7-11pm or when watching CHCH by PVR!

## Examples:



# Multi-zone Ad Opportunity

## High Frequency Invasive Ads At An Affordable Rate

- Become a part of our viewer's regular daily routine
- 10 second L shaped unit airing 40 times per week during Morning Live (M-F 6a-10a)
- Logo and/or creative will appear in the yellow highlighted area below.

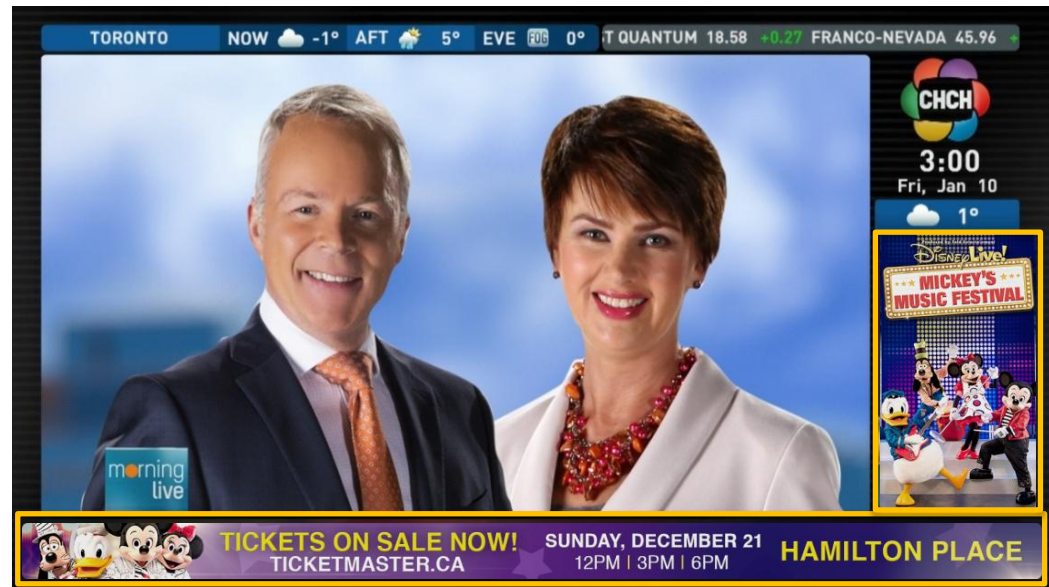
### Investment

Weekly Investment of:  
**\$795.00\***

Production Cost: \$500.00

Est. Weekly Impressions

**A18+: 1,280,000**



# **CHCHING!** Watch and Earn.

- CHCH's Innovative consumer loyalty program - first of its kind for any TV broadcaster!
- Brand engagement = FREE rewards!
- Access over 40,000 highly engaged members
- Reach CHCH audience with TV promos, Morning Live mentions, digital impressions, newsletter & e-blasts to subscribers, opt-in database & more!



# In Summary

- The medium with the most viewers and highest engagement.
- **3.5 million viewers** across Canada each week.
- Coverage of well over **90% of Ontario**.
- **Balanced delivery** of the entire Toronto EM.
  - Wide appeal prime-time programming and movies to reach the Toronto CMA and the rest of Ontario.
  - Dominant local news to reach the western half of the Toronto EM.
- **Live engaged viewers**
- **More than spots and dots.** Contact your sales representative about unique advertising opportunities beyond traditional brand sell.

