



**Invest in a Better Audience**  
**Authority, Integrity, Quality, and Leadership.**



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## Business News Network.

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### **Real-time power to build your business.**

It's time to reach a vital part of your target market: a concentrated mass of high income, high-influence viewers with remarkable purchasing power. It's a truly unique business-building opportunity: Business News Network, Canada's only all business network.

### **What viewers need. Right away.**

Business News Network has viewers with the money and motivation to make purchase decisions. They tune in for comprehensive, real-time coverage of global market activity, from a Canadian perspective. They trust Canada's strongest team of business anchors, reporters and analysts, backed by many of the country's leading business journalists.

### **What you need. The right way.**

Business News Network allows your business to leverage the credibility of Canada's foremost voice in business news. You have access to program and segment sponsorship opportunities, customized content and multimedia packages that are completely turnkey, built on your marketing objectives and extendable to the vast network of CTVglobemedia.

### **It's real-time business, to build your business.**

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## Viewer Profile: Highly Valued. Hard to Reach.

Business News Network reaches 760,000 viewers weekly\*\*.

This is an opportunity to reach an extremely busy valuable part of your target market that might be hard to capture elsewhere. Quality viewers make time to tune in to Business News Network.

Business News Network is a key resource for investors who regularly tune in to our live programming in their workplace, during daytime hours. These high net worth individuals do not typically participate in conventional broadcast measurement systems, nor are they captured in their out of home viewing locations.

### High Income Viewers

- More likely to have HHI of \$150,000+ (131)\*
- More likely to be a heavy investor (12+ transactions in the past year) in Stocks/Bonds (465)\*
- Hold savings and securities valued over \$250,000+ range (232)\*
- Personally have: Stocks/Bonds (203)\*, Mutual Funds (125)\*

Sources: \*PMB 2007 2 year study

\*\*BBM Nielsen Media Research - Broadcast Year 2006/2007

\*\*\*Financial Advisor Study 2007, The Gandalf Group



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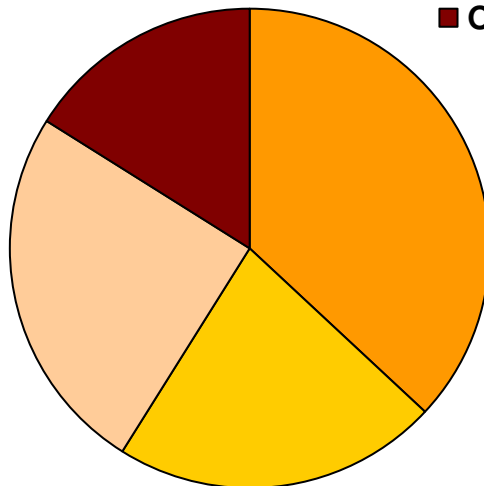
## High Influence Viewers

- Have a post-secondary education Bachelor or Post-Graduate Degree (115)\*
- Have the business purchase authority on computer hardware/software (171)\*, Telecommunications (133)\*, Office Equipment/Furniture (131)\*
- Are involved in business decisions regarding Banking and Financial (154)\*, Institutional Investments (198)\*
- MOPEs (119)\*

### Legend

#### Occupational Breakdown:

- MOPEs - 37%\*
- White Collar - 22%\*
- Blue Collar - 25%\*
- Other - 16%



**Active, Educated,  
Successful Viewers  
Who are Hard to Reach.**

Sources: \*PMB 2007 2 year study  
 \*\*BBM Nielsen Media Research - Broadcast Year 2006/2007  
 \*\*\*Financial Advisor Study 2007, The Gandalf Group

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## Viewers with Ultimate Purchasing Power

- Contribute \$10,000+ annually to an RRSP (225)\*
- Given a chance I would always choose a full-size luxury Auto (115)\*
- I recently acquired a new car (120)\*
- Spent \$50,000+ on their most recently acquired vehicle (110)\*
- I love expensive sports cars (127)\*
- Enjoy being extravagant (119)\*
- When shopping for clothes I generally look for designer labels (131)\*
- Tend to be the first to own new electronic products (143)\*
- Likely to have 5+ credit cards (125)\*
- Spent \$1,500 + on credit cards each month (126)\*
- Very interested in unfamiliar destinations for travel (109)\*
- Like to dine at fine restaurants as often as possible (116)\*
- My main goal is make a great deal of money as quickly as possible (144)\*

“The primary users of our funds and ETFs are portfolio managers running money for high net worth investors. Advertising on BNN has been an extremely effective and cost efficient way to reach our target audience and increase our company profile.”

Howard J Atkinson CFA, CIMA  
President  
BetaPro Management Inc.

Sources: \*PMB 2007 2 year study

\*\*BBM Nielsen Media Research - Broadcast Year 2006/2007

\*\*\*Financial Advisor Study 2007, The Gandalf Group

## Investment Advisors Watch BNN

A recent survey of 500 Certified Financial Advisors in Canada, conducted by The Gandalf Group, showed that:

- BNN is by far the most frequently watched business channel across the country with 61% of respondents regularly tuning in\*\*\*
- 43% of Financial Advisors watch an hour or more each day\*\*\*
- The Financial Advisors who are watching BNN handle \$38.5 billion in mutual fund assets on behalf of their clients\*\*\*

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“The MoneyTalk show on the Business News Network (BNN) over the past 7 years has helped TD Waterhouse Canada Inc. achieve its goal of educating Canadians on a broad area of personal finance topics.

Our relationship with BNN has resulted in a dedicated and growing prime time viewership thus enhancing the TD Waterhouse brand.”

Patricia Lovett-Reid  
Senior Vice President  
TD Waterhouse Canada Inc.

Sources: \*PMB 2007 2 year study

\*\*BBM Nielsen Media Research - Broadcast Year 2006/2007

\*\*\*Financial Advisor Study 2007, The Gandalf Group



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## Programming. A wealth of opportunities.

Business News Network is an indispensable tool for investors who want comprehensive, real-time coverage of market activity from a Canadian perspective. From personal investments to global economics, viewers get timely reports and analysis on the important financial stories of the day.

### **Business Day. Get them where they live, and work.**

Business News Network's powerful new daytime schedule focuses on the three most critical times of the business day. It allows you to reach at-home investors, as well as financial professionals and business executives in work environments across Canada.

### **Bloomberg Television**

Wake up to the top stories on Wall Street. Bloomberg's Morning Call program plugs you in to what traders and money managers are talking about before the bell, including the latest buy and sell recommendations, hot stocks, interviews with leading CEOs.



### **The Street with Michael Kane**

*The Street* offers viewers the latest company developments and economic reports, as well as expert analysis from Bay St. and Wall St. Join Michael Kane and BNN's team of reporters as they review the latest information from Europe and North America to help you decide how to play the day.



### **Market Morning with Frances Horodelski, Marty Cej & Pat Bolland**

*Market Morning* puts a spotlight on the stocks and stories expected to move the markets, then switches to minute-by-minute coverage as the trading day begins in Canada and the U.S. Pat Bolland, Marty Cej and Frances Horodelski along with BNN's team of reporters and expert guests provide comprehensive reporting along with the best background and analysis in the business.



## Business Day Programming (continued)

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### Lunch Money with Michael Kane

Grab a bite and join us for **Lunch Money**. Michael Kane brings you all the news that has broken since trading began, and provides comprehensive reports and analysis on where the markets are headed for the remainder of the day. It's the best financial roundup on the Street.



### Market Call with Michael Hainsworth

**Market Call** is Canada's daily national interactive program for investors. Each day, Canada's top fund managers offer their expertise as they respond to viewer questions on a wide range of stocks. Viewers can call in questions and speak live on-air.



### Trading Day with Frances Horodelski, Marty Cej & Pat Bolland

Pat Bolland, Frances Horodelski and Marty Cej are back for all the afternoon action on the North American markets. Look for the latest news and in-depth coverage of the day's top stories as we head toward the final bell. They're all here on **Trading Day** – newsmakers and market pros with a focus on what's moving and why.



### The Close with Kim Parlee & Andrew Bell

Kim Parlee and Andrew Bell guide you through the vital last half-hour of trading, where anything can happen, and recap what transpired during the day and why. Then, the focus shifts to earnings reports and other significant news after the bell. **The Close** is a fast-paced 90 minutes that also features the irreverent but always intelligent Stars & Dogs debate.



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## Prime Time. The big picture.

Business News Network's prime time schedule delivers affluent, educated Canadians who want to go beyond the business day. They receive invaluable insight on all kinds of larger issues that could affect their investment decisions. They find out what happened and why, and what's next.

### Squeeze Play with Amanda Lang & Kevin O'Leary

*SqueezePlay* is about money, power, and politics. The program takes the day's hot topics from Bay Street to Parliament Hill and offers insight, analysis and interviews. Amanda Lang and Kevin O'Leary offer viewers a fresh perspective on the business day.



### Headline with Howard Green

*Headline* meets with top newsmakers and opinion leaders to explore topics of keen interest to investors, business leaders and entrepreneurs -- and often before the subject matter has hit the front pages. Hosted by Howard Green, one of the best interviewers in the business, *Headline* offers a fresh perspective on key business developments to provide viewers with insight and the edge.



### The Business News with Michael Hainsworth

Canada's leading prime-time business newscast brings you a complete roundup of the day's most important events. Every night, Michael Hainsworth provides comprehensive coverage of all the market, company and economic news of note along with outstanding analysis and insight. Featuring highlights from the top BNN interviews of the day.



### Market Call Tonight with Howard Green

Much like BNN's noon-hour interactive program Market Call, *Market Call Tonight* allows viewers to telephone or e-mail their investment questions to the program's nightly in-studio market expert and speak live on-air.



TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6AM	Bloomberg TV					SqueezePlay (cc) (Monday repeat)	SqueezePlay (cc) (Friday repeat)
7AM						Northern Response	
8AM	The Street (cc) with Michael Kane					Market Call (cc) (Monday repeat)	Market Call (cc) (Friday repeat)
9AM	Northern Response		Headline (cc)(r)		Berman's Call (cc)(r)		
10AM	Market Morning (cc) with Frances Horodelski & Marty Cej					Car Business (cc)	Headline (cc)(r)
11AM	Northern Response		SqueezePlay(cc) (Tuesday repeat)		SqueezePlay(cc) (Thursday repeat)		
NOON	Bermans Call (cc)	Commodities (cc) with Amanda Lang				Northern Response	
1PM	Lunch Money (cc) with Michael Kane					Market Call (cc) (Tuesday repeat)	Market Call (cc) (Thursday repeat)
2PM	Market Call (cc) with Michael Hainsworth					Northern Response	
3PM	Trading Day (cc) with Pat Bolland					GetConnected (cc)	Market Call (cc) (Wednesday repeat)
4PM	Northern Response		Trading Day (cc) with Frances Horodelski & Marty Cej		Northern Response		
5PM	The Close (cc) with Kim Parlee & Andrew Bell					SqueezePlay (cc) (Wednesday repeat)	SqueezePlay (cc) (Wednesday repeat)
6PM	SqueezePlay (cc) with Amanda Lang & Kevin O'Leary					Northern Response	MoneyTalk (cc)(r)
7PM	The Business News (cc) with Michael Hainsworth					Market Call (cc) (Wednesday repeat)	Headline (cc)(r)
8PM	Headline (cc) with Howard Green					GetConnected (cc)	GetConnected (cc)
9PM	Market Call Tonight (cc) with Howard Green					MoneyTalk(cc)(r)	Northern Response
10PM	Bermans Call (cc)	Commodities (cc) with Amanda Lang				SqueezePlay(cc) (Thursday repeat)	SqueezePlay(cc) (Tuesday repeat)
11PM	MoneyTalk (cc)	workopolis TV (cc)	GetConnected (cc)	Car Business (cc)	Market Call (cc) (Thursday repeat)	Market Call (cc) (Tuesday repeat)	
12AM	The Business News (cc) with Michael Hainsworth					BTV Business Television	SqueezePlay(cc) (Monday repeat)
1AM	SqueezePlay (cc) with Amanda Lang & Kevin O'Leary					Headline (cc)(r)	Northern Response
2AM	Northern Response		Northern Response		Northern Response		
3AM	Northern Response		Northern Response		Northern Response		
4AM	Northern Response		Northern Response		Northern Response		
5AM	Northern Response		Northern Response		Northern Response		

\*Programming subject to change. Effective August 20, 2008.

## Sponsorship - Customized Content: Your own powerful platform.

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Business News Network can create completely unique, thoroughly impactful programming built around your needs and objectives. It's a chance to enhance the corporate image of your business while standing out from the competition. It's also completely turnkey. We offer all the resources you need, including creative development, studios and production.

### Vignettes

BNN offers guidance for both the creative and tactical execution of Vignettes. This type of advertisement offers a much broader way to communicate to the BNN audience using case studies, interviews and narrative to provide more in depth explanation of products and services.

### Buy the Block

Reach Canada's most successful and influential viewers without interruption from any other commercial messages.

Buy the Block allows the advertiser total control over 30 minute blocks of BNN air time. No other commercials or PSA's will appear. Up to four minutes of commercial air-time is the advertiser's to use as they see fit. The creative may run up to two full minutes in length and run twice, or three, one minute spots. The mix and duration up to two minutes, is the advertiser's choice.

### High Impact Prime Time.

- Feature your own 30-minute national, prime-time show
- Announce a new product or focus on a major initiative
- Broadcast a meeting coast-to-coast, live or taped
- Simulcast it on the web, through [bnn.ca](http://bnn.ca)



## Sponsorship Ongoing: Make your dollar work harder.

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Whether it's through the financial day or in prime time, Business News Network sponsorship opportunities will extend your reach to an elusive, affluent target market; associate your product with premium business content.

### Programs

Anchor your brand to a key weekly day part.

### Segments

Reach a targeted audience with a sector-specific segment.



*Program & Segment Sponsorship Sample*

### Floating Billboard Sponsorship

Extend your reach by sponsoring newscasts appearing throughout the business day with or without adjacencies.



*ROS Billboard Sample*

### Stock Ticker Sponsorship

Increase brand awareness with unique exposure during editorial time.



*Stock Ticker Sample*

## The following are traffic guidelines for Business News Network

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- 1** Business News Network is a member of TVB/Telecaster and abides by its content and traffic guidelines. Commercial content should be sent to:  
**Business News Network:**  
720 King Street West  
10th Floor  
Toronto, Ontario M5V 2T3
- 2** Traffic instructions are required a minimum of 5 working days prior to air date. The instructions must match the client's current contract(s) and be scheduled by contract number. For rotation programming, Monday is considered to be the air date and instructions are required accordingly.
- 3** Orders, and/or revisions if required, should be received by the station no later than:  
**Monday to Friday, two business days prior.**  
**Saturdays and Sundays, no later than 11:00 am on the prior Thursday**
- 4** Payment for advertising should be addressed to:  
**Business News Network**  
**Attention: Account Receivables**
- 5** Sponsorship billboard logos, including stock tickers, should be provided in any of the following PC formats: **EPS • JPEG • BETA SP**

### For advertising information, contact:

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**Richard Cartwright**  
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