



The right medium at the right time and in the right place. Targeted to the affluent frequent flier, CBC News Express provides an unparalleled exposure opportunity to a captive audience difficult to reach through traditional television. It is a specialty narrowcast television network that provides up to date national and international news in addition to segments on sports, lifestyle, entertainment and the weather.

Research shows that 30% of travelers are light TV viewers, making this medium an ideal opportunity to reach your audience. CBC News Express is the nation's only airport television news network.

FEATURES & BENEFITS

- Markets covered: Edmonton, Ottawa, Toronto, Vancouver and Winnipeg
- A full 20 minutes of advertising per 60 minute loop
- Existing creative for broadcast can be used
- Delivered on plasma screens
- Televisions located in key holding rooms and baggage claim areas

Source: PMB 2009; 3+ trips/year Toronto, Vancouver, Ottawa



TORONTO PEARSON

Number of screens: 117
2009 Passenger Load: 30,368,339
2008 Passenger Load: 32,334,831
2007 Passenger Load: 31,446,199

Source: GTAA

BROADCAST TIME (per 60 minute loop)	2010 RATE (4 weeks/net)
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2 minutes	\$ 44,500
90 seconds	\$ 35,600
60 seconds	\$ 26,800
30 seconds	\$ 16,100

TORONTO PEARSON



VANCOUVER AIRPORT AUTHORITY

Number of screens: 87
2009 Passenger Load: 16,177,438
2008 Passenger Load: 17,852,459
2007 Passenger Load: 17,495,049

Source: YVR

BROADCAST TIME (per 60 minute loop)	2010 RATE (4 weeks/net)
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2 minutes	\$ 29,700
90 seconds	\$ 23,800
60 seconds	\$ 17,900
30 seconds	\$ 10,800

VANCOUVER INT'L



we'll move you.

EDMONTON INTERNATIONAL AIRPORT

Number of screens: 50
2009 Passenger Load: 6,090,213
2008 Passenger Load: 6,437,334
2007 Passenger Load: 5,817,558

Source: EIA

BROADCAST TIME (per 60 minute loop)	2010 RATE (4 weeks/net)
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2 minutes	\$ 10,200
90 seconds	\$ 8,200
60 seconds	\$ 6,200
30 seconds	\$ 3,700

EDMONTON INT'L

International Airport Authority



Administration de l'aéroport international

Number of screens: 30
2009 Passenger Load: 4,229,237
2008 Passenger Load: 4,339,225
2007 Passenger Load: 4,088,528

Source: OIAA

BROADCAST TIME (per 60 minute loop)	2010 RATE (4 weeks/net)
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2 minutes	\$ 7,100
90 seconds	\$ 5,800
60 seconds	\$ 4,300
30 seconds	\$ 2,600

OTTAWA INT'L



WINNIPEG AIRPORTS AUTHORITY

Number of screens: 9
2009 Passenger Load: 3,379,440
2008 Passenger Load: 3,570,033
2007 Passenger Load: 3,570,673

Source: WAA

BROADCAST TIME (per 60 minute loop)	2010 RATE (4 weeks/net)
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2 minutes	\$ 5,400
90 seconds	\$ 4,300
60 seconds	\$ 3,300
30 seconds	\$ 2,000

WINNIPEG INT'L