



100

Huntley Street

PROMOTIONAL ELEMENTS
RATE CARD

— FISCAL 2014 - 2015 —

100

Huntley Street

NORTH AMERICAN RE-BRAND
NOW REACHES OVER
**1.1 MILLION
CANADIANS
UP 57%**
PER WEEK OVER THE SAME PERIOD LAST YEAR

OUR HISTORY

100 Huntley Street is Canada's longest running daily television program and the sixth longest running daily television program in the world. Authentic and interactive, 100 Huntley Street brings you the amazing stories of people – whether they be world, leaders, celebrities, sports figures, or everyday people – who have had life-changing encounters with God.

The daily program is broadcast live across North America on YES TV, Global TV, GEB America, and ChristianPost.com. Each day, 100 Huntley Street highlights stirring testimonies, dynamic points of interest, and special reports from around the globe that speak to people of all ages.

A trusted leader in Christian broadcast, Crossroads has been bringing inspired media to North Americans for over 50 years. The TV ministry was founded by Rev. David Mainse in 1962, and 100 Huntley Street launched as a daily program in 1977. The program is currently anchored by Crossroads' Global CEO, Dr. John Hull, accompanied by respected on air personalities, including: Moira Brown, Ron Mainse, April Hernandez, and Eric Metaxas.

In Canada, 100 Huntley Street airs daily at 9:30 am ET on Global TV and is re-broadcast throughout the day on YES TV, which is available via satellite on BellTV Express Vu and Shaw Direct.

In the United States, 100 Huntley Street airs Mondays to Fridays at 4:30 pm ET, and Saturdays at 8:00 pm ET on GEB America. You can also view more inspirational content, interviews, and videos online at 100huntley.com, crossroads360.com, and christianpost.com.

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NORTH AMERICAN MULTI-PLATFORM PACKAGE

Promotional Elements available	Base Length	Base Rate / Episode	Base Rate - wkly package	Base Rate / 52 week package
Commercial Spots (:30s)	:30 seconds	\$ 1,785	\$ 8,925	\$ 464,100
Pop-up/Secondary Event In Program Segment (:10s)	:10 Seconds	\$ 715	\$ 3,575	\$ 185,900
Closed Captioning Billboard (:10s)	:10 Seconds	\$ 630	\$ 3,150	\$ 163,800
Sponsorship spot (:10s)	:10 Seconds	\$ 630	\$ 3,150	\$ 163,800
Sponsorship spot with voiceover mention (:10s)	:10 Seconds	\$ 715	\$ 3,575	\$ 185,900
Product Placement in Program segment (:30s)	:30 seconds	\$ 1,965	\$ 9,825	\$ 510,900
Product Placement with mention in program segment (:30s)	:30 seconds	\$ 2,230	\$ 11,150	\$ 579,800

LEGEND/NOTATIONS

POPUPS/SNIPES/SECONDARY EVENTS/SPONSORSHIP SPOT WITH VOICEOVER = 40% OF :30S COM

CLOSE CAPTIONING/SPONSORSHIP (10s) = 33% OF :30S COM

PRODUCT PLACEMENT = 110% OF :30S COM

PRODUCT PLACEMENT WITH VO MENTION = 125% OF :30S COM RATE

:15 SECOND spot = 50% of :30S COM

:45 SECOND spot = 150% of :30S COM

:60 SECOND spot = 200% of :30S COM

:90 SECOND spot = 300% of :30S COM

CANADA

100 Huntley Street Program Reach in Canada

Average Weekly Reach for weekly plays of 100 Huntley Street is over 1.1 million Canadian viewers.*

Cumulative Average Minute audience for 100 Huntley Street is: 155,000.00

*SOURCE: Numeris. 100 Huntley Street -NA version. All 100 Huntley Street airings. 100 Huntley Street Stations (Global Total, YES TV (CITS, CKCS, CKES), CHEK, CION combined) Persons 2+. Average Weekly Reach. Total Canada. 6/10/2014-15/2/2015.

CANADIAN ONLY ELEMENT PRICING

Promotional Elements available	Base Length	Base Rate / Episode	Base Rate - wkly package	Base Rate / 52 week package
Commercial Spots (:30s)	:30 seconds	\$ 1,085	\$ 5,425	\$ 282,100
Pop-up/Secondary Event In Program Segment (:10s)	:10 Seconds	\$ 435	\$ 2,175	\$ 113,100
Closed Captioning Billboard (:10s)	:10 Seconds	\$ 400	\$ 2,000	\$ 104,000
Sponsorship spot (:10s)	:10 Seconds	\$ 400	\$ 2,000	\$ 104,000
Sponsorship spot with voiceover mention (:10s)	:10 Seconds	\$ 435	\$ 2,175	\$ 113,100
Product Placement in Program segment (:30s)	:30 seconds	\$ 1,195	\$ 5,975	\$ 310,700
Product Placement with mention in program segment (:30s)	:30 seconds	\$ 1,355	\$ 6,775	\$ 352,300

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USA

100 Huntley Street Program Broadcast Reach in USA

Average Weekly Reach for weekly plays of 100 Huntley Street in the US is approximately 250,000 Americans viewers.*

Average Quarter Hour / Average Minute Audience in the US is: 50,000

SOURCE: Projection calculated based on GEB America Carriage via Direct Tv, Cable/OTA and HUT levels in the afternoon vs. total population and GEB America share of PVTs.

Promotional Elements available	Base Length	Base Rate / Episode	Base Rate - wkly package	Base Rate / 52 week package
Commercial Spots (:30s)	:30 seconds	\$ 700	\$ 3,500.00	\$ 182,000
Pop-up/Secondary Event In Program Segment (:10s)	:10 Seconds	\$ 280	\$ 1,400	\$ 72,800
Closed Captioning Billboard (:10s)	:10 Seconds	\$ 230	\$ 1,150	\$ 59,800
Sponsorship spot (:10s)	:10 Seconds	\$ 230	\$ 1,150	\$ 59,800
Sponsorship spot with voiceover mention (:10s)	:10 Seconds	\$ 280	\$ 1,400.00	\$ 72,800
Product Placement in Program segment (:30s)	:30 seconds	\$ 770	\$ 3,850.00	\$ 200,200
Product Placement with mention in program segment (:30s)	:30 seconds	\$ 875	\$ 4,375.00	\$ 227,500

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RATES ARE ROUNDED TO THE CLOSEST \$5.00

PRICING RATES SUBJECT TO CHANGE.

PLEASE CONTACT A SALES REPRESENTATIVE AT CROSSROADS TO BOOK YOUR CUSTOMIZED PACKAGE

SPONSORSHIP OPPORTUNITIES



In-Show Commercial Spot

Your commercial spot runs directly after the 100 Huntley Street opener when viewers are excited, ready, and watching for a brand new episode (15 s., 30 s., or 1 min.).



Movie Trailer Commercial Spot

Your commercial spot runs directly after the 100 Huntley Street opener when viewers are excited, ready, and watching for a brand new episode (2 min.).



In-Show Pop-Up

Enjoy the benefits of a creative and engaging ad during the program. You don't have to worry about viewers changing the channel during your ad when it takes place in the midst of their favourite programming content (10 s.)!



Closed Captioning Billboard

Grab the audience's attention with your product or service with a full-screen commercial. Use voice-over over a static image or video footage – it's your choice! This is a very effective form of advertising for seasonal sponsorship and themed products/services (10 s.) on GEB America. You can also view more inspirational content, interviews, and videos online at 100huntley.com, crossroads360.com, and christianpost.com.



Static Ad

Sponsor a segment of the program that speaks to your audience or an element of the program that highlights your products or services (e.g. hair, makeup, or clothing)!



Static Ad With Voiceover Mention

Sponsor a segment of the program that speaks to your audience or an element of the program that highlights your products or services (e.g. hair, makeup, or clothing)! Plus, capitalize on the popularity of our on-air personalities with a voiceover mention showcasing your product or service on the program.