

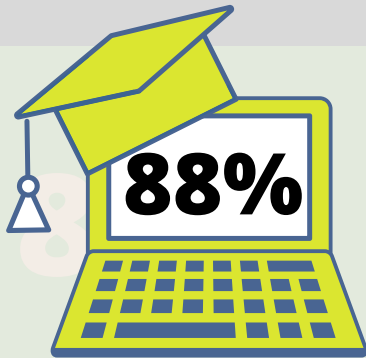
BOUNCING →
← **BACK**

DEMOGRAPHICS & STATISTICS

Hours of television
watched in viewing
area



up 17% in
2020



of local programming
viewers have post
secondary education

\$83,099
Median
household
income

Our
Audience
is aged
29-65

56%
Women

44%
Men

**TV viewership throughout
Waterloo, Wellington, Brant, Brantford, Perth**

1,056,258
PEOPLE



With greater audience potential through
online streaming and on demand television



Title Sponsor

- "Presented By" credit with logo on bumper in/out of breaks
 - Creation of professional video ad - 15 seconds
 - 1 x 15 second ad spot, aired **twice** during each broadcast for entire season.
 - Logo with linkback on Bouncing Back website & YT episodes
 - Two social media posts (Facebook & Instagram), 2 story mentions
 - "Thanks" in each episode credits
- (ask about product placement)

\$2995.00 + HST

Community Sponsor

- Creation of professional video ad - 15 seconds
 - 1 x 15 second ad spot, aired at least once during broadcast for entire season
 - Logo with linkback on Bouncing Back website
 - 1 social media post (Facebook & Instagram) with 1 story mentions.
- (ask about product placement)

\$995.00 + HST

Community Feature

- Logo on website with back link
- Social media post and 1 story mention (FB & IG)
- Product/business mention during 1 episode

\$495.00 + HST Full season