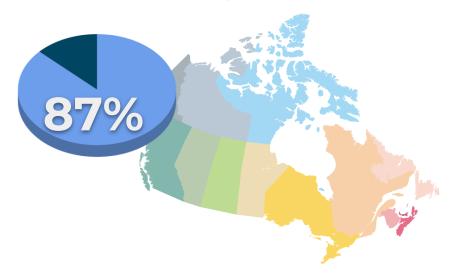


TV Is The Most Effective

And Efficient Medium

87% Of Canadians

Watch TV every week

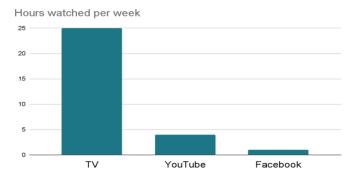




Canadians spend

24 hours per week

watching TV

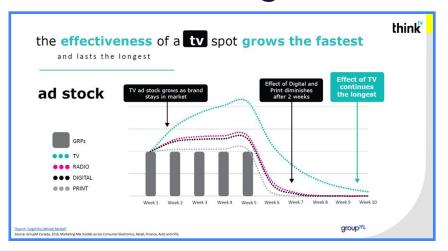


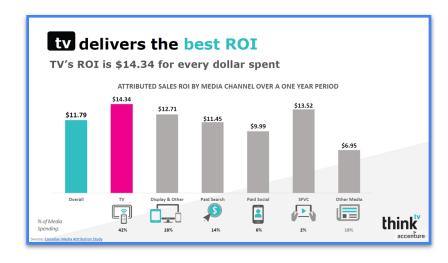
5x more than Youtube and 14x more than Facebook



TV ads garner the most attention and are the most trusted and influential

The effectiveness of a TV spot grows the fastest and lasts the longest





TV delivers the best ROI for every dollar spent.



The Tremendous Value Of Canadian TV News

95% of Canadians

Agree that access to Canadian news and journalism is important.





66% of adults

tune in to a linear TV news program every week.

116 million hours of

linear TV news is watched by Canadians weekly.



Canadian TV News,

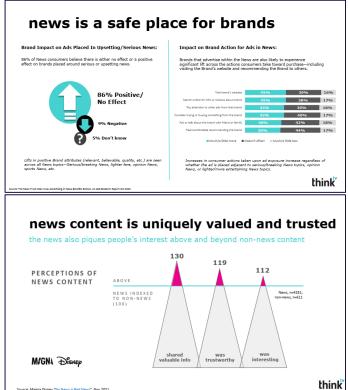
The Best Place For Your Brand

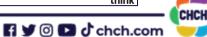
94% of news is watched live.

News is a positive space for brands.

News is uniquely valued and trusted.

TV news scores the highest for being very trusted.







CHCH Offers a Unique TV Opportunity



CHCH has been on the air for over 70 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.



CHCH Offers You The Best Of Both Worlds













Toronto and beyond

With wide appeal programs like 20/20,
America's Funniest Home Videos &
Blockbuster Movies,
CHCH reaches millions of viewers weekly
across Toronto and the rest of Ontario.

Hamilton Niagara region

CHCH is the only local TV station in the Hamilton Niagara region,

Canada's 5th 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.



Millions Engage With Us

Across Multiple Platforms





2.7 Million Viewers Weekly

Across Canada



Weekly Reach

Toronto/Hamilton EM: 1.3 million

Ontario Balance: 1.0 million

Total Ontario: 2.3 million

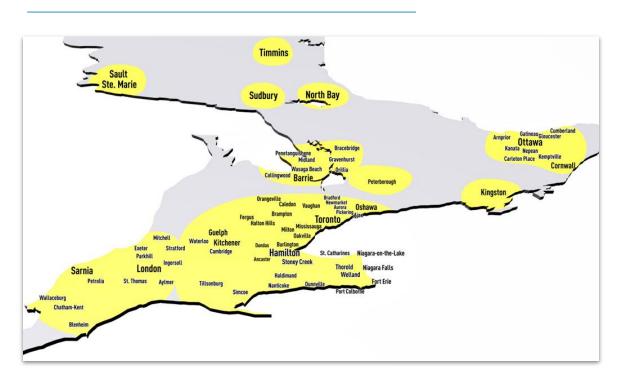
The Rest of Canada: 343,000

Total Canada: 2.7 million



Available to

Well Over 90% of Ontario



CHCH Carriers (BDU) Ontario

Beanfield

Bell Satellite

Bell Fibe

Brooke Telecom

Bruce Telecom

Cable Cable

Cochrane Telecom

Cogeco

Comwave

Execulink

Frontline IPTV

Gosfield North Communications

Hay Communications (IPTV)

Hastings Cable Vision

HuronTel

Lansdowne Rural Telephone Company

Lakeland Energy

Managed Systems Network (MNSi)

Mitchel Seaforth

Mornington

Nexicomm Communications

NorDel Cable Vision

North Frontenac

NRTC Communications

Quadro Communications

Packet Tel Corp

Rogers

Shaw Satellite (Direct)

Source Cable

Start

Tbaytel

Total Cable Service

Tuckersmith Communications

Vianet

V Media

Wightman

WTC Communications



Unparalleled

Local Coverage

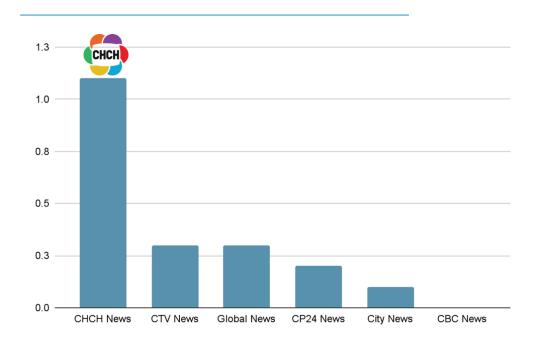


90% of the Hamilton
Niagara market,
an area that spans from
Burlington to Niagara
Falls.



Your Trusted

News Leader



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.

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



Newscasts That Are Familiar,

Friendly And Reliable

CHCH delivers news programs and personalities that the Hamilton Niagara region can count on every day to bring the relevant news and information they need.



Morning Live Weekday Mornings, 6am-10am

Viewers tune in weekdays to the Hamilton Niagara region's #1 morning show for their daily dose of news, information and entertainment. From local news and traffic, to sports scores and a whole lot more, Morning Live has everything they need to know to start their day.



Newscasts That Are Familiar,

Friendly And Reliable





Evening News

Weeknights, 6pm & 11pm

CHCH is proud to be the news leader for the Hamilton, Halton, and Niagara regions. We are committed to sharing their stories and delivering news and information that's relevant to them.

The CHCH Evening News airs live at 6pm & 11pm seven days a week, anchored Monday-Friday by Taz Boga and Saturday-Sunday by Adam Atkinson. Sports Anchors Clint "Bubba" O'Neil & Louis Butko go beyond the scores to deliver in-depth sports analysis, covering everything from the local teams to the pros. Weather & traffic specialists Steve Ruddick & Shelly Marriage cover the region better than anyone else, telling them everything they need to know about their local conditions.

Commitment to Improvement

CHCH recently moved to a shiny new building where we built a state of the art news studio including beautiful new sets for our news programs to bring our viewers a news experience like they have never seen before. This includes upgrades to our technology and built in versatility to position us for the future. Have a look at some pictures below and talk to your sales representative if you are interested in coming in for a tour of our new facilities.











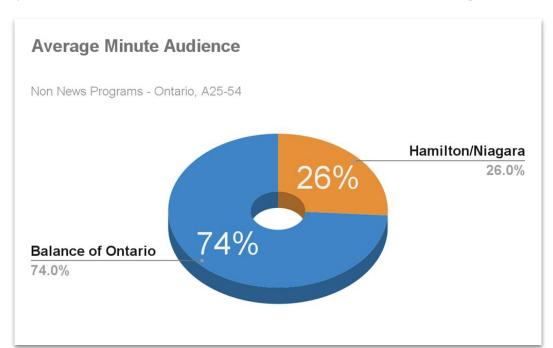






Strong Regional Reach

CHCH reaches over **2.3 million viewers across Ontario** with a diverse schedule of US simulcasts, movies and syndicated favourites that attract wide appeal across the entire province. **74% of CHCH's "non news" viewership comes from outside Hamilton Niagara.**







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.



Primetime Schedule

Program Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 PM				Evening Newsat Six			
6:30 PM	Evening News at SIX						
7:00 P M	Trending Now America's Funniest						
7:30 P M	Inside Edition (S-WVNY)					Saturday Com edy Block	Home Videos (S-ABC)
8:00 PM	CHCH at the Movies	Celebrity Name That Tune (S-Fox Sept 19)	Date Night on CHCH	Cold Case	Docuseries on CHCH	True Crime	Sunday Blockbuster
8:30 PM							
9:00 PM		Starstnuck (Sept 19)		Gracepoint (Sept 7)	- 20/20 (S-ABC)	True Crime	
9:30 PM							
10:00 PM		Happy Endings		Saving Hope		Warnen of Wrestling	
10:30 PM		Happy Endings					
11:00 PM	E vening News at Eleven						





Primetime Anchored

By Proven US Simulcasts

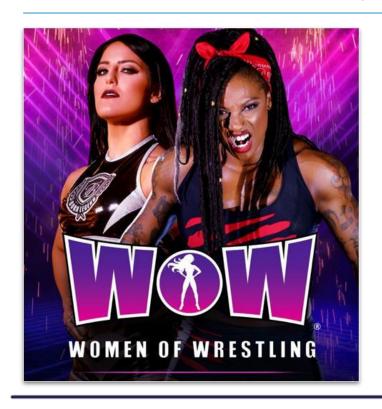






Largest Female Wrestling

Platform In History

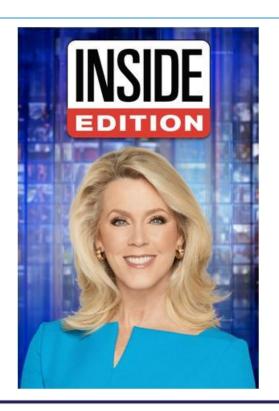


Women of Wrestling is an American women's professional wrestling promotion founded in 2000 by David McLane, previously the founder of Gorgeous Ladies of Wrestling. It is based in Los Angeles, California, and is owned by McLane and Los Angeles Lakers owner and president Jeanie Buss. The all-female professional wrestling league has a multi-year deal with ViacomCBS that represents the largest distribution platform in the history of women's wrestling. Women Of Wrestling Airs Saturdays at 10:00pm on CHCH.



Over 30 Years Of Bringing Fans

Their Entertainment Fix



A syndicated newsmagazine that includes investigative reports, interviews with newsmakers, human interest stories, and celebrity and popculture features. The long-running series, which premiered in 1989, has been anchored by Deborah Norville since 1995. It is **the longest-running syndicated-newsmagazine program** that is not strictly focused on recent news. The program features a mix of infotainment stories, entertainment news and gossip, scandals, truecrime stories and lifestyle features.

Airs Mo-Fr at 7:30pm.





Timeless Primetime Dramas



The Philadelphia homicide squad's lone female detective finds her calling when she is assigned cases that have never been solved. Detective Lilly Rush combines her natural instincts with the updated technology available to her to bring about justice for all the victims she can. Starring: Kathryn Morris, Danny Pino, John Finn, Jeremy Ratchford, Thom Barry, Tracie Thoms



Set in Chicago, this medical drama deals with the personal and professional crises of the doctors in the emergency room at County General Hospital. From the exciting to the mundane, a day in the frantic hospital serves up many interesting dilemmas as well as heartrending choices for everyone on staff. Staring: George Clooney, Anthony Edwards, Eriq La Salle, Julianna Margulies, Sherry Stringfield, Noah Wyle



Trending Now

An Exciting CHCH Production



Hosted by Nicole Martin, *Trending Now* is a current affairs program from CHCH where our team of award-winning journalists will take a daily dive into the most talked about stories on the minds (and screens) of people everywhere.

We tell authentic stories aiming to celebrate and contextualize the content that drives conversations online and in your home, on multiple platforms. Each weekday, we dig deep into the "big story", delivering insights on world issues from climate change, human rights and the latest tech, while also highlighting viral trends and shareable moments happening right now.

Catch Trending Now LIVE on CHCH-TV - weekdays at 7:00pm and across social media.





NEW TO CHCH THIS FALL



Viewers Will Be Starstruck

This Fall on CHCH



Starstruck is the show in which teams of superfans transform into their idol for a very special performance. Host Olly Murs welcomes the first four teams of superfans to go head to head. Each team experiences the ultimate star makeover as they transform into their icon before stepping onto the stage to sing one of their biggest hits. The star-studded panel includes Queen frontman Adam Lambert, award-winning actress Sheridan Smith, soul sensation Beverley Knight and comedian Jason Manford.



David Tennant Is On The Case

This Fall on CHCH



Tragedy strikes Gracepoint, a town in Northern California, when a young boy is found dead on a beach. When authorities quickly declare the death a homicide, the town's residents turn against one another, and a media frenzy erupts. Detective Emmett Carver, a by-the-book cop, is brought in to fill a high position in Gracepoint's police force and lead the investigation. Detective Ellie Miller, who had been promised Carver's position, must set aside her resentment and research the case with her new boss.

Starring: David Tennant, Anna Gunn, Virginia Kull





Daytime Schedule

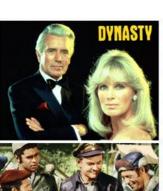
Program Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6:00 AM								
6:30 AM	Morning Live							
7:00 AM								
7:30 AM								
8:00 AM		Morning Live						
8:30 AM					Long Form Program			
9:00 AM								
9:30 AM								
10:00 AM	Matlock (September 1)							
10:30 AM								
11:00 AM	The Dick Van Dyke Show (August 30)							
11:30 AM		Danny Thomas (August 17)						
12:00 PM		Pictionary (S-CW)						
12:30 PM		Pictionary (S-CW)						
1:00 PM		I Dream of Jeannie (September 5)						
1:30 PM		Gilligan's Island / Hogan's Heroes (October 2)						
2:00 PM	Hawaii Five-O / Dynasty (October 16)				Matinee Movies/LIV Golf Matinee Movies/LIV Go			
2:30 PM								
3:00 PM		That Girl / Silver Spoons (October 12)						
3:30 PM	Facts of Life (August 9)							
4:00 PM		Dynasty / Family Ties & Three's Company (October 16)						
4:30 PM	Dynasty / Family fies & Three's Company (October 16)							
5:00 PM		Cheers			- ER			
5:30 PM		Mad About You (August 10)						





Classic Favourites Throughout The Day

CHCH's popular daytime retro programming airs between 10:00am - 6:00pm.



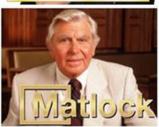
















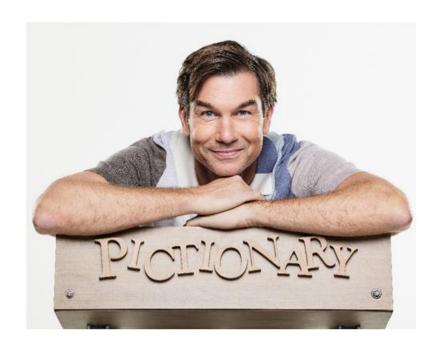








A New Daytime Simulcast Addition To CHCH



S-CW Actor Jerry O'Connell hosts the show, based on the Mattel party game which sees two teams of three put pen to paper in a draw-off. Each team consists of two players led by a celebrity captain. Then, in turns, one player from each team draws images to describe the word or phrase printed on a card chosen at random. Their fellow teammates will then try and guess what the image is intended to represent. A trip to an exotic destination is on offer to the grand prize winner. Airs Monday-Friday at 12:00pm & 1:00pm in simulcast with CW.





A Wide Ranging Viewership







Demographic	Avg Wkly Rch	Profile %	
Individuals 2+	2,662,000	100%	
<u>Gender</u>			
Women	1,411,000	53%	
Men	1,251,000	47%	
Age			
Individuals 2-11	81,000	3%	
Individuals 12-17	78,000	3%	
Adults 18-34	339,000	13%	
Adults 35-54	465,000	17%	
Adults 55-64	552,000	21%	
Adults 65+	1,147,000	43%	
Key Buying Demos			
Adults 25-54	680,000	26%	
Women 25-54	358,000	13%	
<u>Occupation</u>			
Managers/Professionals	350,000	13%	
Technical/Trade	174,000	7%	
Sales	241,000	9%	
Clerical/Labourer	175,000	7%	
Self-Employed	85,000	3%	
<u>Education</u>			
College+	1,274,000	48%	
University+	599,000	23%	
Household Information			
Home Owned	2,016,000	76%	
Kids in Home	502,000	19%	
HHI Under \$30,000	290,000	11%	
HHI \$30,000-\$50,000	509,000	19%	
HHI \$50,000-\$75,000	514,000	19%	
HHI \$75,000-\$100,000	311,000	12%	
HHI \$100,000+	907,000	34%	



Serious Spending Power...

Every week CHCH reaches thousands of viewers who spend big on a variety of categories.



 CHCH reaches over 907,000 viewers per week who have a household income of \$100,000+.



 Over 250,000 who spent \$1,000+ on furniture in the past 12 months.



Over 335,000 viewers per week who spent \$1,000+
 on large household appliances.



• 806,000 who spent \$5,000+ on home improvements.



Serious Spending Power Continued!

Every week CHCH reaches thousands of viewers who spend big on a variety of categories.



 369,000 people per week who spent \$1,000+ on computer equipment in the past year.



· CHCH reaches **269,000** people per week who spent **\$40,000+** on a vehicle in the past 2 years.



• 145,000 weekly who spent \$500+ on women's clothing in the past year.



107,000 who spent \$500+ on men's clothing.



Prime Time Stalwarts

That Deliver Key Product Categories



Index - Adults 25-54

- · W25-54: **127**
- · Senior Manager: 227
- · HHI \$150,000+: **148**
- · Domestic Vehicle in Household: 128
- · Vehicle, \$40,000+: 126
- Home Improvements, \$10,000+: 161
- · Large Appliances, \$1,000+: 140
- · Computer Equipment \$1,000+: 163
- · Video Games, \$1,000+: 177
- Women's Clothing, \$250+: 147
- · Cosmetics, \$250+: 151
- · Power Boating/Sailing/Jet Skiing: 127
- · Attend Professional Sporting Events: 126
- · Wine 7+ Week: 154
- · Tax Preparation Service: 155



Index - Adults 25-54

- Own Home: **113**
- · Kids in Household: 126
- · College Education+: 124
- · Manager/Owner/Professional: 121
- · HHI \$150,000+: 121
- · Domestic Vehicle in Household: 171
- Home Improvements, \$20,000+: 119
- Furniture, \$1,000+: **196**
- · Large Appliances, \$1,000+: 189
- Electronics, \$1,000+: 144
- Men's Clothing, \$250+: 145
- · Children's Clothing, \$500+: 185
- · Personal Line of Credit: 144
- RESP: 126
- · Stocks/Bonds: 125



Local News

That Delivers Your Potential Customers



Index - Adults 25-54

- · W25-54: **132**
- · Domestic Vehicle in HH: 164
- · Grocery, \$200+: 144
- · HHI \$150.000+: 171
- · Stocks/Bonds: 142
- Home Improv., \$20,000+: 142
- · Furniture, \$1,000+: 115
- Small Appliances, \$500+: **200**
- · Computer Equip., \$1,000+: 156
- Women's Clothing, \$500+: **232**
- · Cosmetics, \$250+: 163
- · Aerobics/Working Out: 126
- · Racquet Sports: 111
- · Fine Dining Restaurants: 119
- Wine 4+ Week: 157



Index - Adults 25-54

- Own Home: 127
- Domestic Vehicle in HH: 179
- · HHI \$150.000+: 127
- · Mutual Funds: 123
- · GIC/Term Dep./Gov. Bond: 200
- . RRIF 139
- Tax Preparation Service: 182
- · Computer Equipment: 238
- · Video Games. \$500+: 314
- · Own a Tablet: 122
- · Own Wearable Device: 158
- · Golf: 144
- · Casino: 122
- · Bar/Pub: **181**
- Beer 7+ Week: 245



- · W25-54: **146**
- Own Home: **131**
- · University Education+: 146
- Manager/Owner/Prof.: 121
- · Senior Manager: 215
- · HHI \$200.000+: **124**
- Stocks/Bonds: 268
- Mutual Funds: 187
- · Vehicle. \$40.000+: 358
- Home Improv., \$20,000+: 261
- Small Appliances, \$500+: **352**
- · Large Appliances, \$1,000+: 294
- Furniture, \$1,000+: 210
- · Women's Clothing, \$500+: 444
- Men's Clothing, \$500+: 139

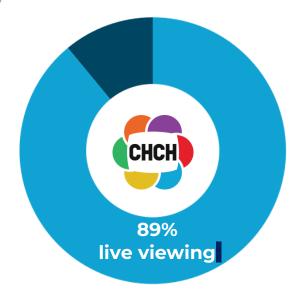


Ads That Are Seen, Not Skipped

89% of CHCH's audience comes from live viewing.

Average Minute Audience

M-Su 2a-2a, A25-54







- 2.7 million viewers across Canada each week.
- Coverage of well over 90% of Ontario.
- Balanced delivery of the entire Toronto/Hamilton EM and beyond.
- 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/Hamilton EM.
- · Live, engaged viewers.
- More than spots and dots. CHCH offers a wide variety of unique advertising opportunities beyond traditional brand sell.





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!









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: \$800.00*

Production Cost: \$300.00

Est. Weekly Impressions

A18+: 1,720,000





Specialty Stations With National Coverage

Silver Screen Classics

Silver Screen Classics is the only Canadian television station specializing in classic films.

A tribute to the early days of cinema, Silver Screen Classics showcases larger-than-life movie stars in timeless motion pictures. Grab a ticket to yesterday's boxoffice hits that inspired and entertained multiple generations.

Silver Screen Classics reaches **372,000 viewers weekly**.





Rewind

Rewind is a Canadian TV channel giving viewers access to a curated throwback movie experience.

Owned and operated by movie experts, Rewind is a channel enjoyed by thousands of Canadians who cant get enough of the characters, quotes and plot twists that define pop culture today.

Rewind reaches over **276,000 viewers weekly**.



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.

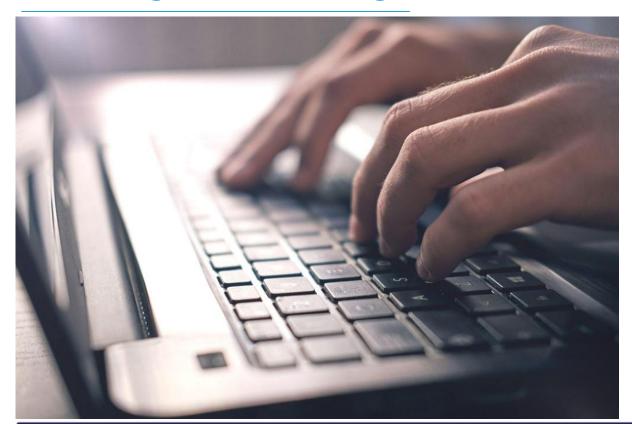
- **696,088** Monthly Users
- **1,122,314** Monthly Sessions
- 1,692,659 Page Views Per Month
- Demographic Profile
 - Female: 49%
 - o Male: 51%
 - Adults 18-24: 12%
 - o Adults 25-34: **19%**
 - Adults 35-44: **21%**
 - o Adults 45-54: **20%**
 - o Adults 55-64: **17%**
 - Adults 65+: 11%

60% of users are within the key A25-54 buying demo.



Grow Your Business

With Digital Marketing





- Social Media Marketing
- Search Engine Marketing
- Programmatic Advertising
- Amazon Advertising
- Search Engine Optimization (SEO)
- Google Analytics
- Creative Services
- Website Development





Grow Your Business

With Digital Marketing



Here are the components of digital marketing that will build your business

Search Engine Marketing

- Think of this as a foundation for your digital marketing
- Let people see you when they search online
- Pay per click search ads are very cost effective

Search Engine Optimization

- Ensure your website content delivers effective search results
- Develop custom content to build your brand

Programmatic Advertising + Amazon Advertising

- Build your brand, promote specific offers, products and services with display & video ads
- We can access hundreds of websites and target relevant content at the page level
- Amazon Advertising provides many options for promoting e-commerce

Social Media

- Junction Digital can create and manage social media pages and social media advertising
- Facebook & Instagram deliver very targeted and cost effective results





Google Marketing Platform







Grow Your Business

With Digital Marketing



Transparent Pricing Model

Keeping an eye on your costs is important. **Maximizing your ROI** is our priority.

Dynamic Pricing

Unlike other companies, Junction Digital does not charge a fixed CPM or CPC for your ads.

You pay our cost price for your advertising rates.

Our Dynamic Pricing shows **the rates you pay.** Our management fees are identified separately.

The result is that you pay the market rate for your ads. You get the savings and **more bang for your buck.**





