

ICE ROAD TRUCKERS™



A Job Like No Other

In Canada's far North, \$40 billion worth of gold and diamonds waits to be extracted from three jackpot mines. Critical equipment and supplies get to these sites only one way: a 350-mile-long highway across permafrost and frozen lakes.

The highest-rated show ever on History Channel US, *Ice Road Truckers* follows a group of men who brave sub-zero temperatures and dangerous conditions driving the ice roads for big payouts and bragging rights. Shot with 26 cameras and following every dangerous twist and turn, *Ice Road Truckers* puts you in the driver's seat for this winter's must-see television series.

Program					AMA Estimates (000)					
Name	Day	Time	Plays	Rate	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Ice Road Truckers	TBD	Time	4	\$ 2,510	145	140	56	56	89	84

Based on Spring 09 Rate Card. Rates subject to change. Check current rate card for actual pricing



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Sales
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to Discuss
Opportunities



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