



LIGHTING UP THE HOLIDAYS WITH GLOBAL
NEWS

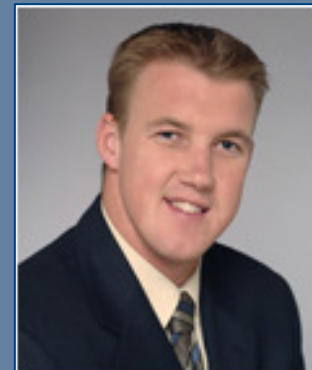




GLOBAL NEWS HOUR- Lighting Up the Holidays

Air Date: November 30th x 3 weeks*

- This Holiday Season Global Toronto's News Hour with Leslie Roberts will be bringing the holiday spirit & lights to viewers
- Viewers will be asked to submit photos and images of their homes lit up for the holidays. The Global News team will select the homes based on creativity of the lit up homes and quality of the editorial content.
- On a specific a night Anthony Farnell will be reporting LIVE on location from the selected home. He will interview home owners as they show off their light displays & decorations.*Eight homes will be visited over the 3 week period.
- Sponsor has the *opportunity* to provide prizing. Anthony will distribute the prizing live on air during newscast.



Anthony Farnell

Based on Fall '09 Rates - Subject to rates & avails at time of booking – subject to change without notice. Additional discounts may apply. ***SUBJECT TO EDITORIAL APPROVAL***

Note: Content is editorial and opinion based and may or may not support or endorse the sponsor. Sponsor subject to editorial approval. Alcohol and gambling not allowed



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Sponsorship Includes:

- 1 x :07 second billboard per night (8 total)
- BB's air in nearest commercial break and copy reads,
 "Lighting Up the Holidays is brought to you by Sponsor + tagline."
- 1x:30 brand spot per day (Mon- Fri: 15 total)

Added Value

- Sponsor will also be included in :15 promo spots (name only – no tagline)
- November 30th- December 19, a minimum 10 Primetime and 10 Daytime promos will air.
- Any prizing given out live on air

• **Total Investment: Please contact your Sales Rep for details**



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