

## Member Advertiser Pricing

Please note that only Members in the Advertisers membership category will receive these discounted rates on their clearance submissions.

Alcohol Advertising	Regular 48h	Priority 24h	Express Same Day (in by noon out by 5)
<b>Broadcast/Pre-roll - CRTC</b>			
TV/Pre-roll Product	\$185	\$370	\$490
TV/Pre-roll Sponsorship/No Claim	\$95	\$190	\$255
Radio Product	\$95	\$190	\$235
Radio Sponsorship/No Claim	\$50	\$100	\$125
<b>Broadcast/Pre-roll - CRTC and AGCO review</b>			
TV/Pre-roll Product	\$215	\$430	\$570
TV/Pre-roll Sponsorship/No Claim	\$110	\$220	\$295
Radio Product	\$110	\$220	\$275
Radio Sponsorship/No Claim	\$65	\$130	\$160
<b>Print, Banner, Post</b>			
CRTC (BC only)	\$62	\$124	\$165
AGCO (ON only)	\$62	\$124	\$165
CRTC and AGCO	\$77	\$154	\$205

## Ad Standards

<b>Website</b>			
1 to 10 pages	\$77 + \$8 per page	\$154 + \$16 per page	\$205 + \$20 per page
More than 10 pages	\$77 + \$8 per page	\$154 + \$16 per page	NA
Consultation	\$215	\$430	
*Single Market is available for TV and Radio at 1/2 price			
<b>Children's Advertising</b>	<b>Regular 2 d (5pm)</b>	<b>Priority 1 d (5pm)</b>	<b>Express Same Day (in by noon out by 5)</b>
Script Evaluation	\$65	\$130	--
Committee Clearance Review	\$165	--	--
Committee Clearance Review "Off-Week" (Sept—Dec)	\$225	--	--
Conditional Clearance plus Committee Review	\$315	--	--
Renewal/Split	\$65	\$130	\$175
Print, Banner, Post	\$85	\$170	\$225
Website 1 to 10 pages	\$85	\$170	\$225
Website with more than 10 pages (4 days)	Add \$5/page	--	--
Consultation	\$215	\$430	--
<b>Cosmetic Advertising</b>	<b>Regular 48h</b>	<b>Priority 24h</b>	<b>Express Same Day (in by noon out by 5)</b>

## Ad Standards

TV/Pre-roll - Multi-market	\$112	\$224	\$300
TV/Pre-roll - Single market	\$62	\$124	\$165
Radio	\$30	\$60	\$75
Print, Banner, Post	\$112	\$224	\$300
Website 1 to 10 pages	\$112 + \$8 per page	\$224 + \$16 per page	\$300 + \$20 per page
Website with more than 10 pages	\$112 + \$8 per page	\$224 + \$16 per page	NA
Consultation	\$215	\$430	--
<b>Consumer Health Products</b>	<b>Regular 96h</b>	<b>Priority 48h</b>	<b>Express 24h</b>
<b>Nonprescription Drugs, Natural Health Products and Medical Devices</b>			
Radio	\$100	\$200	\$250
TV/Pre-roll	\$205	\$410	\$545
Print, Website, Posts, Banners, SEM 1-10 pages/pieces	\$205 + \$8 per page/piece	\$410 + \$16 per page/piece	\$545 + \$20 per page/piece
Print, Website, Posts, Banners, SEM more than 10 pages/pieces	\$205 + \$8 per page/piece	--	--
Consultation	\$215	\$430	--
<b>Prescription Drug Message (DTCA)/Medical Condition/Disease Material (DTCI)</b>			
Radio	\$425	\$850	--

## Ad Standards

TV/Pre-roll	\$425	\$850	--
Print, Website, Posts, Banners, SEM 1-2 pages/pieces	\$425 + \$12 per page/piece	\$850 + \$24 per page/piece	--
Print, Website, Posts, Banners, SEM 3-10 pages/pieces	\$425 + \$12 per page/piece	--	--
Print, Website, Posts, Banners, SEM more than 10 pages/pieces (7 days)	\$425 + \$12 per page/piece	--	--
Consultation	\$425	\$850	--
<b>Clinical Trial Recruitment</b>			
Radio	\$205	\$410	--
TV/Pre-roll	\$205	\$410	--
Print, Website, Posts, Banners, SEM 1-10 pages/pieces	\$205 + \$8 per page/piece	\$410 + \$16 per page/piece	--
Print, Website, Posts, Banners, SEM more than 10 pages/pieces	\$205 + \$8 per page/piece	--	--
<b>Vaccine Advertisement</b>			
Radio	\$425	\$850	--
TV/Pre-roll	\$425	\$850	--
Print, Website, Posts, Banners, SEM 1-10 pages/pieces	\$425 + \$12 per page/piece	\$850 + \$24 per page/piece	--
Print, Website, Posts, Banners, SEM more than 10 pages/pieces	\$425 + \$12 per page/piece	--	--

## Ad Standards

<b>Food and non-alcoholic beverages</b>	<b>Regular 48h</b>	<b>Priority 24h</b>	<b>Express Same Day (in by noon out by 5)</b>
TV/Pre-roll - Multi-market	\$95	\$190	\$255
TV/Pre-roll - Single market	\$35	\$70	\$95
Radio - Multi-market	\$55	\$110	\$140
Radio - Single market	\$25	\$50	\$65
Combined with a Children's Clearance	\$55	\$110	\$145
Print, Banner, Post	\$95	\$190	\$255
Website 1 to 10 pages	\$95 + \$8 per page	\$190 + \$16 per page	\$255 + \$20 per page
Website with more than 10 pages	\$95 + \$8 per page	\$190 + \$16 per page	NA
Consultation	\$215	\$430	--
<b>Food and non-alcoholic beverages with health claims</b>	<b>Regular 96h</b>	<b>Priority 48h</b>	<b>Express 24h</b>
TV/Pre-roll	\$205	\$410	\$545
Radio	\$100	\$200	\$250
Print, Banner, Post	\$205	\$410	\$545
<b>Infomercial</b>	<b>Regular 96h</b>	<b>Priority 48h</b>	
All Categories - based on length	\$250 + \$10/min	\$500 + \$10/min	--