

1804 Table A: Wild Spot Commercials, National TV

Year 1 2008 - 09

	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
Vancouver	1 - 5	510.85	374.35	250.00	149.70
	6	524.15	382.95	259.20	154.35
	7	538.00	391.65	268.00	159.70
	8	551.70	400.20	276.95	164.75
	9	565.15	408.65	285.55	169.90
Montreal	10	578.90	417.10	294.45	174.85
	11	592.50	425.35	303.15	178.25
	12	605.95	434.05	312.20	182.35
	13	620.05	442.90	321.80	185.60
	14	638.00	450.60	330.45	189.40
Toronto	15	647.00	459.55	339.00	193.20
	16	660.55	468.05	348.30	196.25
	17	680.50	476.45	356.95	200.60
	18	693.75	484.90	365.65	204.10
	19	700.90	493.40	374.75	207.65
	20	715.10	501.90	383.55	211.10
	21	728.85	508.65	392.80	215.05
	22	742.45	515.95	401.90	218.60
	23	756.30	522.90	410.65	222.30
	24	769.60	528.95	419.20	226.45
	25	783.05	536.75	428.85	229.05
	26	796.75	544.15	433.85	233.45
	27	810.75	550.90	439.20	236.05
	28	824.10	557.45	444.60	239.15
	29	838.00	564.95	449.90	242.35
	Global (Ont)	30	851.80	571.60	455.45
31		862.10	578.90	460.45	248.65
32		871.65	585.70	466.20	251.90
33		882.45	592.50	471.55	254.85
34		892.85	599.55	476.95	258.60
35		903.25	606.00	482.25	261.55
36		913.55	611.35	486.30	264.45
37		923.60	616.35	489.90	267.80
38		934.15	622.25	494.40	270.85
39		944.20	626.85	497.50	273.85
40		954.65	632.15	501.70	277.30
41		961.55	635.50	505.15	279.60
42		968.40	642.45	509.20	282.55
43		975.30	647.65	512.85	284.80
44		982.45	652.85	516.35	287.90
45		989.05	657.70	520.40	290.20
46	996.40	663.00	524.40	293.45	
47	1,003.30	668.25	528.15	295.95	
48	1,010.35	673.30	532.05	298.50	
49	1,017.20	678.45	535.90	301.05	
50	1,024.25	683.50	539.90	303.70	
51 and over: add per unit	1.33	1.02	0.76	0.41	
e.g. Global (Ntl) 73	1,054.84	706.96	557.38	313.13	

1804 Table A: Wild Spot Commercials, National TV

Year 2 2009 - 2010

	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
Vancouver	1 - 5	523.60	383.70	256.25	153.45
	6	537.25	392.50	265.70	158.20
	7	551.45	401.45	274.70	163.70
	8	565.50	410.20	283.85	168.85
	9	579.30	418.85	292.70	174.15
Montreal	10	593.35	427.55	301.80	179.20
	11	607.30	436.00	310.75	182.70
	12	621.10	444.90	320.00	186.90
	13	635.55	453.95	329.85	190.25
	14	653.95	461.85	338.70	194.15
Toronto	15	663.15	471.05	347.45	198.05
	16	677.05	479.75	357.00	201.15
	17	697.50	488.35	365.85	205.60
	18	711.10	497.00	374.80	209.20
	19	718.40	505.75	384.10	212.85
	20	733.00	514.45	393.15	216.40
	21	747.05	521.35	402.60	220.45
	22	761.00	528.85	411.95	224.05
	23	775.20	535.95	420.90	227.85
	24	788.85	542.15	429.70	232.10
	25	802.65	550.15	439.55	234.80
	26	816.65	557.75	444.70	239.30
	27	831.00	564.65	450.20	241.95
	28	844.70	571.40	455.70	245.15
	29	858.95	579.05	461.15	248.40
	Global (Ont)	30	873.10	585.90	466.85
31		883.65	593.35	471.95	254.85
32		893.45	600.35	477.85	258.20
33		904.50	607.30	483.35	261.20
34		915.15	614.55	488.85	265.05
35		925.85	621.15	494.30	268.10
36		936.40	626.65	498.45	271.05
37		946.70	631.75	502.15	274.50
38		957.50	637.80	506.75	277.60
39		967.80	642.50	509.95	280.70
40		978.50	647.95	514.25	284.25
41		985.60	651.40	517.80	286.60
42		992.60	658.50	521.95	289.60
43		999.70	663.85	525.65	291.90
44		1,007.00	669.15	529.25	295.10
45		1,013.80	674.15	533.40	297.45
46	1,021.30	679.55	537.50	300.80	
47	1,028.40	684.95	541.35	303.35	
48	1,035.60	690.15	545.35	305.95	
49	1,042.65	695.40	549.30	308.60	
50	1,049.85	700.60	553.40	311.30	
51 and over: add per unit	1.36	1.05	0.78	0.42	
e.g. Global (Ntl) 73	1,081.13	724.75	571.34	320.96	

1804 Table A: Wild Spot Commercials, National TV

Year 3 2010 - 2011

	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
Vancouver	1 - 5	536.70	393.30	262.65	157.30
	6	550.70	402.30	272.35	162.15
	7	565.25	411.50	281.55	167.80
	8	579.65	420.45	290.95	173.05
	9	593.80	429.30	300.00	178.50
Montreal	10	608.20	438.25	309.35	183.70
	11	622.50	446.90	318.50	187.25
	12	636.65	456.00	328.00	191.55
	13	651.45	465.30	338.10	195.00
	14	670.30	473.40	347.15	199.00
	15	679.75	482.85	356.15	203.00
Toronto	16	694.00	491.75	365.90	206.20
	17	714.95	500.55	375.00	210.75
	18	728.90	509.40	384.15	214.45
	19	736.35	518.40	393.70	218.15
	20	751.30	527.30	403.00	221.80
	21	765.75	534.40	412.65	225.95
	22	780.00	542.05	422.25	229.65
	23	794.60	549.35	431.40	233.55
	24	808.55	555.70	440.45	237.90
	25	822.70	563.90	450.55	240.65
	26	837.05	571.70	455.80	245.30
	27	851.80	578.75	461.45	248.00
	28	865.80	585.70	467.10	251.30
	29	880.40	593.55	472.70	254.60
	Global (Ont)	30	894.95	600.55	478.50
31		905.75	608.20	483.75	261.20
32		915.80	615.35	489.80	264.65
33		927.10	622.50	495.45	267.75
34		938.05	629.90	501.05	271.70
35		949.00	636.70	506.65	274.80
36		959.80	642.30	510.90	277.85
37		970.35	647.55	514.70	281.35
38		981.45	653.75	519.40	284.55
39		992.00	658.55	522.70	287.70
40		1002.95	664.15	527.10	291.35
41		1010.25	667.70	530.75	293.75
42		1017.40	674.95	535.00	296.85
43		1024.70	680.45	538.80	299.20
44		1032.15	685.90	542.50	302.50
45		1039.15	691.00	546.75	304.90
46	1046.85	696.55	550.95	308.30	
47	1054.10	702.05	554.90	310.95	
48	1061.50	707.40	559.00	313.60	
49	1068.70	712.80	563.05	316.30	
50	1076.10	718.10	567.25	319.10	
51 and over: add per unit	1.39	1.08	0.80	0.43	
e.g. Global (Ntl) 73	1,108.07	742.94	585.65	328.99	

1805 Table B: Network Spot Commercials, National TV

		Year 1 2008 - 09			
	Market Unit	Princ.	SOC	Solo Singer/VO	Group Singer
	1 - 5	714.30	524.05	333.30	190.70
Vancouver	6	733.35	535.60	345.30	196.70
	7	752.50	547.45	357.60	203.05
	8	772.05	559.40	369.35	209.40
	9	791.30	571.50	382.20	216.00
	10	809.75	583.10	393.75	221.95
Montreal	11	829.35	594.95	406.00	226.90
	12	848.15	606.75	418.10	231.80
	13	867.10	618.25	430.25	236.85
	14	886.70	630.60	442.90	241.90
	15	905.70	642.40	454.50	246.55
Toronto	16	924.70	653.60	466.20	251.20
	17	943.50	665.70	478.20	256.50
	18	963.00	677.60	489.90	261.10
	19	981.50	689.55	501.85	265.65
	20	1000.85	700.90	514.05	272.40
	21	1020.30	711.15	524.95	275.05
	22	1039.30	721.10	536.90	279.20
	23	1058.40	731.20	549.05	283.15
	24	1077.05	741.50	560.55	287.60
	25	1096.70	751.40	572.30	291.90
	26	1115.35	760.95	579.85	296.20
	27	1134.45	771.20	587.50	300.45
	28	1152.45	781.05	594.60	304.55
	29	1171.65	791.50	601.95	308.35
	30	1190.30	801.15	609.30	313.00
CTV (Ont)	31	1205.40	811.10	616.30	317.30
	32	1219.40	820.35	623.30	320.90
	33	1233.70	830.10	630.95	324.80
	34	1248.80	836.65	637.95	328.55
	35	1263.05	849.25	645.70	332.55
	36	1277.55	857.00	650.50	336.75
	37	1292.05	864.35	655.30	340.75
	38	1306.50	871.40	660.00	344.75
	39	1321.40	878.55	664.80	348.45
	40	1335.45	886.00	669.95	352.30
	41	1345.45	892.85	674.65	355.20
	42	1354.85	899.80	679.45	359.00
	43	1364.50	907.35	684.00	362.45
	44	1374.75	914.20	689.00	365.60
	45	1384.05	920.65	694.10	369.20
	46	1394.25	928.15	698.25	372.15
	47	1403.50	934.60	703.15	374.75
	48	1412.95	941.20	707.60	378.35
	49	1422.95	948.80	712.15	380.75
	50	1432.60	955.50	717.10	384.25
51 and over: add per unit		1.85	1.42	0.94	0.51
	CBC 68	1465.90	981.06	734.02	393.43
	CTV 68	1465.90	981.06	734.02	393.43
	Global&CTV 80	1488.10	998.10	745.30	399.55
	CTV & CBC 80	1488.10	998.10	745.30	399.55
	CBC & Global 80	1488.10	998.10	745.30	399.55
	CBC, CTV, Global 84	1495.50	1003.78	749.06	401.59

1805 Table B: Network Spot Commercials, National TV

Year 2 2009 - 10

	Market Unit	Princ.	SOC	Solo Singer/VO	Group Singer
	1 - 5	732.15	537.15	341.65	195.45
Vancouver	6	751.70	549.00	353.95	201.60
	7	771.30	561.15	366.55	208.15
	8	791.35	573.40	378.60	214.65
	9	811.10	585.80	391.75	221.40
	10	830.00	597.70	403.60	227.50
Montreal	11	850.10	609.80	416.15	232.55
	12	869.35	621.90	428.55	237.60
	13	888.80	633.70	441.00	242.75
	14	908.85	646.35	453.95	247.95
	15	928.35	658.45	465.85	252.70
Toronto	16	947.80	669.95	477.85	257.50
	17	967.10	682.35	490.15	262.90
	18	987.05	694.55	502.15	267.65
	19	1006.05	706.80	514.40	272.30
	20	1025.85	718.40	526.90	279.20
	21	1045.80	728.95	538.05	281.95
	22	1065.30	739.15	550.30	286.20
	23	1084.85	749.50	562.80	290.25
	24	1104.00	760.05	574.55	294.80
	25	1124.10	770.20	586.60	299.20
	26	1143.25	779.95	594.35	303.60
	27	1162.80	790.50	602.20	307.95
	28	1181.25	800.60	609.45	312.15
	29	1200.95	811.30	617.00	316.05
	30	1220.05	821.20	624.55	320.80
CTV (Ont)	31	1235.55	831.40	631.70	325.25
	32	1249.90	840.85	638.90	328.90
	33	1264.55	850.85	646.70	332.90
	34	1280.00	857.55	653.90	336.75
	35	1294.65	870.50	661.85	340.85
	36	1309.50	878.40	666.75	345.15
	37	1324.35	885.95	671.70	349.25
	38	1339.15	893.20	676.50	353.35
	39	1354.45	900.50	681.40	357.15
	40	1368.85	908.15	686.70	361.10
	41	1379.10	915.15	691.50	364.10
	42	1388.70	922.30	696.45	367.95
	43	1398.60	930.05	701.10	371.50
	44	1409.10	937.05	706.20	374.75
	45	1418.65	943.65	711.45	378.45
	46	1429.10	951.35	715.70	381.45
	47	1438.60	957.95	720.75	384.10
	48	1448.25	964.75	725.30	387.80
	49	1458.50	972.50	729.95	390.25
	50	1468.40	979.40	735.05	393.85
51 and over: add per unit		1.90	1.46	0.96	0.52
	CBC 68	1502.60	1005.68	752.33	403.21
	CTV 68	1502.60	1005.68	752.33	403.21
	Global&CTV 80	1525.40	1023.20	763.85	409.45
	CTV & CBC 80	1525.40	1023.20	763.85	409.45
	CBC & Global 80	1525.40	1023.20	763.85	409.45
	CBC, CTV, Global 84	1533.00	1029.04	767.69	411.53

1805 Table B: Network Spot Commercials, National TV

		Year 3 2010 - 11			
	Market Unit	Princ.	SOC	Solo Singer/VO	Group Singer
	1 - 5	750.45	550.60	350.20	200.35
Vancouver	6	770.50	562.70	362.80	206.65
	7	790.60	575.20	375.70	213.35
	8	811.15	587.75	388.05	220.00
	9	831.40	600.45	401.55	226.95
	10	850.75	612.65	413.70	233.20
Montreal	11	871.35	625.05	426.55	238.35
	12	891.10	637.45	439.25	243.55
	13	911.00	649.55	452.00	248.80
	14	931.55	662.50	465.30	254.15
	15	951.55	674.90	477.50	259.00
Toronto	16	971.50	686.70	489.80	263.95
	17	991.30	699.40	502.40	269.45
	18	1011.75	711.90	514.70	274.35
	19	1031.20	724.45	527.25	279.10
	20	1051.50	736.35	540.05	286.20
	21	1071.95	747.15	551.50	289.00
	22	1091.95	757.65	564.05	293.35
	23	1111.95	768.25	576.85	297.50
	24	1131.60	779.05	588.90	302.15
	25	1152.20	789.45	601.25	306.70
	26	1171.85	799.45	609.20	311.20
	27	1191.85	810.25	617.25	315.65
	28	1210.80	820.60	624.70	319.95
CTV (Ont)	29	1230.95	831.60	632.40	323.95
	30	1250.55	841.75	640.15	328.80
	31	1266.45	852.20	647.50	333.40
	32	1281.15	861.85	654.85	337.10
	33	1296.15	872.10	662.85	341.20
	34	1312.00	879.00	670.25	345.15
	35	1327.00	892.25	678.40	349.35
	36	1342.25	900.35	683.40	353.80
	37	1357.45	908.10	688.50	358.00
	38	1372.65	915.55	693.40	362.20
	39	1388.30	923.00	698.45	366.10
	40	1403.05	930.85	703.85	370.15
	41	1413.60	938.05	708.80	373.20
	42	1423.40	945.35	713.85	377.15
	43	1433.55	953.30	718.65	380.80
	44	1444.35	960.50	723.85	384.10
	45	1454.10	967.25	729.25	387.90
	46	1464.85	975.15	733.60	391.00
	47	1474.55	981.90	738.75	393.70
	48	1484.45	988.85	743.45	397.50
	49	1494.95	996.80	748.20	400.00
	50	1505.10	1003.90	753.45	403.70
51 and over: add per unit		1.95	1.50	0.98	0.53
	CBC 68	1540.20	1030.90	771.09	413.24
	CTV 68	1540.20	1030.90	771.09	413.24
	Global&CTV 80	1563.60	1048.90	782.85	419.60
	CTV & CBC 80	1563.60	1048.90	782.85	419.60
	CBC & Global 80	1563.60	1048.90	782.85	419.60
	CBC, CTV, Global 84	1571.40	1054.90	786.77	421.72

1807 Table D: Program Commercials, National TV**Year 1 2008 - 09**

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	64.15	41.05	41.05	29.35
6	69.45	44.20	43.80	31.10
7	75.40	47.20	46.30	33.40
8	80.65	50.65	48.80	35.25
9	86.00	53.40	51.55	37.35
10	91.50	56.50	53.80	39.35
11	95.10	59.50	55.95	41.05
12	99.05	61.95	57.60	42.65
13	103.20	64.35	59.60	44.20
14	107.05	66.70	61.30	45.90
15	110.80	69.60	63.50	47.25
16	114.85	72.00	64.65	48.80
17	118.45	74.15	66.35	50.65
18	122.75	76.90	68.05	52.10
19	126.45	79.05	69.45	53.40
20	130.45	81.35	71.00	55.00
21	132.50	82.85	72.45	55.95
22	135.10	83.55	73.60	56.55
23	137.60	85.25	75.00	57.50
24	139.70	86.55	76.10	58.10
25	142.10	87.85	77.60	59.35
26	144.40	89.30	78.85	59.70
27	146.85	90.30	79.15	60.60
28	149.10	91.75	80.65	61.30
29	151.40	92.80	81.40	62.05
30	153.70	94.75	82.90	62.90
31	154.70	95.10	83.15	63.80
32	155.95	96.35	84.15	64.40
33	156.95	97.35	85.00	65.30
34	157.65	98.55	85.80	65.85
35	159.00	99.65	86.55	66.50
36	160.30	100.45	87.35	67.60
37	161.05	101.00	87.60	68.05
38	162.15	102.45	87.90	68.25
39	163.25	102.75	88.35	68.40
40	164.30	103.60	89.30	69.45
41	164.90	104.15	89.70	69.90
42	165.85	105.15	90.30	70.30
43	166.45	105.45	90.85	71.00
44	167.35	106.95	91.10	71.60
45	167.95	107.15	91.65	72.00
46	169.20	107.95	92.30	72.45
47	169.50	108.10	92.60	72.65
48	170.50	108.70	93.35	73.10
49	171.10	109.30	93.75	73.15
50	172.00	109.80	94.75	73.30
51 and over: add per unit	0.58	0.38	0.31	0.24

1807 Table D: Program Commercials, National TV
Year 2 2009 - 10

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	65.75	42.10	42.10	30.10
6	71.20	45.30	44.90	31.90
7	77.30	48.40	47.45	34.25
8	82.65	51.90	50.00	36.15
9	88.15	54.75	52.85	38.30
10	93.80	57.90	55.15	40.35
11	97.50	61.00	57.35	42.10
12	101.55	63.50	59.05	43.70
13	105.80	65.95	61.10	45.30
14	109.75	68.35	62.85	47.05
15	113.55	71.35	65.10	48.45
16	117.70	73.80	66.25	50.00
17	121.40	76.00	68.00	51.90
18	125.80	78.80	69.75	53.40
19	129.60	81.05	71.20	54.75
20	133.70	83.40	72.75	56.35
21	135.80	84.90	74.25	57.35
22	138.50	85.65	75.45	57.95
23	141.05	87.40	76.90	58.95
24	143.20	88.70	78.00	59.55
25	145.65	90.05	79.55	60.85
26	148.00	91.55	80.80	61.20
27	150.50	92.55	81.15	62.10
28	152.85	94.05	82.65	62.85
29	155.20	95.10	83.45	63.60
30	157.55	97.10	84.95	64.45
31	158.55	97.50	85.25	65.40
32	159.85	98.75	86.25	66.00
33	160.85	99.80	87.10	66.95
34	161.60	101.00	87.95	67.50
35	162.95	102.15	88.70	68.15
36	164.30	102.95	89.55	69.30
37	165.10	103.50	89.80	69.75
38	166.20	105.00	90.10	69.95
39	167.35	105.30	90.55	70.10
40	168.40	106.20	91.55	71.20
41	169.00	106.75	91.95	71.65
42	170.00	107.80	92.55	72.05
43	170.60	108.10	93.10	72.75
44	171.55	109.60	93.40	73.40
45	172.15	109.85	93.95	73.80
46	173.45	110.65	94.60	74.25
47	173.75	110.80	94.90	74.45
48	174.75	111.40	95.70	74.95
49	175.40	112.05	96.10	75.00
50	176.30	112.55	97.10	75.15
51 and over: add per unit	0.59	0.39	0.32	0.25

1807 Table D: Program Commercials, National TV

Year 3 2010 - 11

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	67.40	43.15	43.15	30.85
6	73.00	46.45	46.00	32.70
7	79.25	49.60	48.65	35.10
8	84.70	53.20	51.25	37.05
9	90.35	56.10	54.15	39.25
10	96.15	59.35	56.55	41.35
11	99.95	62.50	58.80	43.15
12	104.10	65.10	60.55	44.80
13	108.45	67.60	62.65	46.45
14	112.50	70.05	64.40	48.25
15	116.40	73.15	66.75	49.65
16	120.65	75.65	67.90	51.25
17	124.45	77.90	69.70	53.20
18	128.95	80.75	71.50	54.75
19	132.85	83.10	73.00	56.10
20	137.05	85.50	74.55	57.75
21	139.20	87.00	76.10	58.80
22	141.95	87.80	77.35	59.40
23	144.60	89.60	78.80	60.40
24	146.80	90.90	79.95	61.05
25	149.30	92.30	81.55	62.35
26	151.70	93.85	82.80	62.75
27	154.25	94.85	83.20	63.65
28	156.65	96.40	84.70	64.40
29	159.10	97.50	85.55	65.20
30	161.50	99.55	87.05	66.05
31	162.50	99.95	87.40	67.05
32	163.85	101.20	88.40	67.65
33	164.85	102.30	89.30	68.60
34	165.65	103.50	90.15	69.20
35	167.00	104.70	90.90	69.85
36	168.40	105.50	91.80	71.05
37	169.25	106.10	92.05	71.50
38	170.35	107.60	92.35	71.70
39	171.55	107.95	92.80	71.85
40	172.60	108.85	93.85	73.00
41	173.20	109.40	94.25	73.45
42	174.25	110.50	94.85	73.85
43	174.85	110.80	95.45	74.55
44	175.85	112.35	95.75	75.25
45	176.45	112.60	96.30	75.65
46	177.80	113.40	96.95	76.10
47	178.10	113.55	97.25	76.30
48	179.10	114.20	98.10	76.80
49	179.80	114.85	98.50	76.90
50	180.70	115.35	99.55	77.05
51 and over: add per unit	0.60	0.40	0.33	0.26

1808 Table E: Program Commercials, National TV

Year 1 2008 - 09

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	32.45	20.70	20.50	14.35
6	35.10	22.55	21.90	15.85
7	37.50	23.80	23.45	16.90
8	40.55	25.45	24.85	18.00
9	43.60	27.45	26.45	19.15
10	46.30	29.20	27.55	19.90
11	48.30	30.15	28.50	21.05
12	50.30	31.40	29.50	21.95
13	52.30	32.60	30.30	22.70
14	54.45	33.50	30.75	23.50
15	56.05	34.95	31.95	24.65
16	58.10	36.05	33.00	25.00
17	60.20	37.30	33.50	25.45
18	62.10	38.35	34.90	26.45
19	64.10	39.25	35.40	26.90
20	66.30	40.45	36.55	27.45
21	67.35	41.20	36.90	27.80
22	68.15	42.30	37.40	28.50
23	69.45	42.80	38.35	29.20
24	70.35	44.00	38.85	29.50
25	71.65	44.60	39.05	30.30
26	73.10	45.50	39.95	30.40
27	73.90	46.30	40.40	30.60
28	75.40	47.25	40.85	30.75
29	76.15	47.95	41.40	31.40
30	77.55	48.90	42.25	31.70
31	77.90	49.10	42.40	31.95
32	78.85	49.70	42.65	32.50
33	79.10	50.00	42.80	32.80
34	79.65	50.45	43.60	33.00
35	80.20	50.70	43.80	33.35
36	80.80	50.85	43.95	33.40
37	81.35	51.20	44.20	33.50
38	81.75	52.00	44.55	33.75
39	82.75	52.30	44.70	34.15
40	83.10	52.40	45.40	34.40
41	83.40	52.85	45.45	34.85
42	83.55	53.15	45.80	34.90
43	84.15	53.40	45.90	35.05
44	84.25	53.45	46.10	35.10
45	84.50	54.40	46.30	35.25
46	85.00	54.55	46.35	35.40
47	85.25	54.70	46.70	35.50
48	85.70	54.85	46.75	36.05
49	85.80	55.00	46.90	36.40
50	86.15	55.80	47.25	36.45
51 and over: add per unit	0.31	0.13	0.13	0.10

**1808 Table E: Program Commercials, National TV
Year 2 2009 - 10**

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	33.25	21.20	21.00	14.70
6	36.00	23.10	22.45	16.25
7	38.45	24.40	24.05	17.30
8	41.55	26.10	25.45	18.45
9	44.70	28.15	27.10	19.65
10	47.45	29.95	28.25	20.40
11	49.50	30.90	29.20	21.60
12	51.55	32.20	30.25	22.50
13	53.60	33.40	31.05	23.25
14	55.80	34.35	31.50	24.10
15	57.45	35.80	32.75	25.25
16	59.55	36.95	33.80	25.60
17	61.70	38.25	34.35	26.10
18	63.65	39.30	35.75	27.10
19	65.70	40.25	36.30	27.55
20	67.95	41.45	37.45	28.15
21	69.05	42.25	37.80	28.50
22	69.85	43.35	38.35	29.20
23	71.20	43.85	39.30	29.95
24	72.10	45.10	39.80	30.25
25	73.45	45.70	40.05	31.05
26	74.95	46.65	40.95	31.15
27	75.75	47.45	41.40	31.35
28	77.30	48.45	41.85	31.50
29	78.05	49.15	42.45	32.20
30	79.50	50.10	43.30	32.50
31	79.85	50.35	43.45	32.75
32	80.80	50.95	43.70	33.30
33	81.10	51.25	43.85	33.60
34	81.65	51.70	44.70	33.80
35	82.20	51.95	44.90	34.20
36	82.80	52.10	45.05	34.25
37	83.40	52.50	45.30	34.35
38	83.80	53.30	45.65	34.60
39	84.80	53.60	45.80	35.00
40	85.20	53.70	46.55	35.25
41	85.50	54.15	46.60	35.70
42	85.65	54.50	46.95	35.75
43	86.25	54.75	47.05	35.95
44	86.35	54.80	47.25	36.00
45	86.60	55.75	47.45	36.15
46	87.10	55.90	47.50	36.30
47	87.40	56.05	47.85	36.40
48	87.85	56.20	47.90	36.95
49	87.95	56.35	48.05	37.30
50	88.30	57.20	48.45	37.35
51 and over: add per unit	0.32	0.13	0.13	0.11

1808 Table E: Program Commercials, National TV
Year 3 2010 - 11

Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	34.10	21.75	21.50	15.05
6	36.90	23.70	23.00	16.65
7	39.40	25.00	24.65	17.75
8	42.60	26.75	26.10	18.90
9	45.80	28.85	27.80	20.15
10	48.65	30.70	28.95	20.90
11	50.75	31.65	29.95	22.15
12	52.85	33.00	31.00	23.05
13	54.95	34.25	31.85	23.85
14	57.20	35.20	32.30	24.70
15	58.90	36.70	33.55	25.90
16	61.05	37.85	34.65	26.25
17	63.25	39.20	35.20	26.75
18	65.25	40.30	36.65	27.80
19	67.35	41.25	37.20	28.25
20	69.65	42.50	38.40	28.85
21	70.80	43.30	38.75	29.20
22	71.60	44.45	39.30	29.95
23	73.00	44.95	40.30	30.70
24	73.90	46.25	40.80	31.00
25	75.30	46.85	41.05	31.85
26	76.80	47.80	41.95	31.95
27	77.65	48.65	42.45	32.15
28	79.25	49.65	42.90	32.30
29	80.00	50.40	43.50	33.00
30	81.50	51.35	44.40	33.30
31	81.85	51.60	44.55	33.55
32	82.80	52.20	44.80	34.15
33	83.15	52.55	44.95	34.45
34	83.70	53.00	45.80	34.65
35	84.25	53.25	46.00	35.05
36	84.85	53.40	46.20	35.10
37	85.50	53.80	46.45	35.20
38	85.90	54.65	46.80	35.45
39	86.90	54.95	46.95	35.90
40	87.35	55.05	47.70	36.15
41	87.65	55.50	47.75	36.60
42	87.80	55.85	48.10	36.65
43	88.40	56.10	48.25	36.85
44	88.50	56.15	48.45	36.90
45	88.75	57.15	48.65	37.05
46	89.30	57.30	48.70	37.20
47	89.60	57.45	49.05	37.30
48	90.05	57.60	49.10	37.85
49	90.15	57.75	49.25	38.25
50	90.50	58.65	49.65	38.30
51 and over: add per unit	0.33	0.13	0.13	0.11

404 Table F: Short-Life Commercials, National TV

Cumulative Payment of Wild Spot Commercials

		Year 1 2008 - 09			
	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
	1 - 5	520.80	381.50	254.75	152.35
Vancouver	6	534.25	390.20	264.25	157.40
	7	548.30	399.20	273.05	162.70
	8	562.30	407.90	282.20	167.80
	9	576.00	416.40	291.25	173.15
	10	590.15	425.05	300.25	178.30
Montreal	11	603.65	433.50	309.05	181.75
	12	617.60	442.25	318.15	185.95
	13	631.95	451.10	327.85	189.10
	14	650.20	459.30	336.75	193.10
	15	659.25	468.40	345.50	196.95
	16	673.15	476.95	354.90	200.05
Toronto	17	693.55	485.50	363.60	204.40
	18	706.90	494.05	372.70	207.75
	19	714.30	502.85	381.85	211.70
	20	728.85	511.55	390.85	215.20
	21	742.60	518.55	400.50	219.00
	22	756.55	525.70	409.50	222.85
	23	770.80	532.95	418.45	226.70
	24	784.30	539.15	427.35	230.70
	25	797.85	546.90	437.05	233.60
	26	812.10	554.50	442.00	237.90
	27	826.45	561.05	447.45	240.55
	28	839.85	567.95	452.95	243.80
	29	853.90	575.55	458.65	247.15
	30	868.00	582.40	464.10	250.35
	31	878.55	590.15	469.20	253.55
	32	888.25	596.85	475.20	256.55
	33	899.20	603.65	480.65	259.85
	34	909.70	611.10	485.85	263.60
	35	920.55	617.70	491.65	266.50
	36	930.85	623.10	495.70	269.55
Global (Ont)	37	941.25	628.15	499.30	272.85
	38	951.90	634.00	503.80	276.05
	39	962.00	638.90	506.95	279.20
	40	972.80	644.05	511.35	282.35
	41	980.05	647.60	514.90	284.95
	42	986.80	654.70	519.10	287.90
	43	993.95	659.90	522.65	290.20
	44	1,001.10	665.35	526.10	293.50
	45	1,007.95	670.20	530.20	295.80
	46	1,015.35	675.65	534.50	299.00
	47	1,022.40	680.80	538.20	301.45
	48	1,029.45	686.35	542.10	304.15
	49	1,036.65	691.35	546.25	306.85
	50	1,043.90	696.65	550.10	309.40
51 and over: add per unit		1.36	1.04	0.77	0.42
e.g. Global (Ntl) 73		1,075.18	720.57	567.81	319.06

404 Table F: Short-Life Commercials, National TV

Cumulative Payment of Wild Spot Commercials

		Year 2 2009 - 10			
	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
Vancouver	1 - 5	533.80	391.05	261.10	156.15
	6	547.60	399.95	270.85	161.35
	7	562.00	409.20	279.90	166.75
	8	576.35	418.10	289.25	172.00
	9	590.40	426.80	298.55	177.50
Montreal	10	604.90	435.70	307.75	182.75
	11	618.75	444.35	316.80	186.30
	12	633.05	453.30	326.10	190.60
	13	647.75	462.40	336.05	193.85
	14	666.45	470.80	345.15	197.95
	15	675.75	480.10	354.15	201.85
	16	690.00	488.85	363.75	205.05
Toronto	17	710.90	497.65	372.70	209.50
	18	724.55	506.40	382.00	212.95
	19	732.15	515.40	391.40	217.00
	20	747.05	524.35	400.60	220.60
	21	761.15	531.50	410.50	224.50
	22	775.45	538.85	419.75	228.40
	23	790.05	546.25	428.90	232.35
	24	803.90	552.65	438.05	236.45
	25	817.80	560.55	448.00	239.45
	26	832.40	568.35	453.05	243.85
	27	847.10	575.10	458.65	246.55
	28	860.85	582.15	464.25	249.90
	29	875.25	589.95	470.10	253.35
	30	889.70	596.95	475.70	256.60
Global (Ont)	31	900.50	604.90	480.95	259.90
	32	910.45	611.75	487.10	262.95
	33	921.70	618.75	492.65	266.35
	34	932.45	626.40	498.00	270.20
	35	943.55	633.15	503.95	273.15
	36	954.10	638.70	508.10	276.30
	37	964.80	643.85	511.80	279.65
	38	975.70	649.85	516.40	282.95
	39	986.05	654.85	519.60	286.20
	40	997.10	660.15	524.15	289.40
	41	1,004.55	663.80	527.75	292.05
	42	1,011.45	671.05	532.10	295.10
	43	1,018.80	676.40	535.70	297.45
	44	1,026.15	682.00	539.25	300.85
	45	1,033.15	686.95	543.45	303.20
	46	1,040.75	692.55	547.85	306.45
	47	1,047.95	697.80	551.65	309.00
	48	1,055.20	703.50	555.65	311.75
	49	1,062.55	708.65	559.90	314.50
	50	1,070.00	714.05	563.85	317.15
51 and over: add per unit		1.39	1.07	0.79	0.43
e.g. Global (Ntl) 73		1,101.97	738.66	582.02	327.04

404 Table F: Short-Life Commercials, National TV

Cumulative Payment of Wild Spot Commercials

		Year 3 2010 - 11			
	Market Unit	Principal	SOC	Solo Singer/VO	Group Singer
	1 - 5	547.15	400.85	267.65	160.05
Vancouver	6	561.30	409.95	277.60	165.40
	7	576.05	419.45	286.90	170.90
	8	590.75	428.55	296.50	176.30
	9	605.15	437.45	306.00	181.95
	10	620.00	446.60	315.45	187.30
Montreal	11	634.20	455.45	324.70	190.95
	12	648.90	464.65	334.25	195.35
	13	663.95	473.95	344.45	198.70
	14	683.10	482.55	353.80	202.90
	15	692.65	492.10	363.00	206.90
	16	707.25	501.05	372.85	210.20
Toronto	17	728.65	510.10	382.00	214.75
	18	742.65	519.05	391.55	218.25
	19	750.45	528.30	401.20	222.40
	20	765.75	537.45	410.60	226.10
	21	780.20	544.80	420.75	230.10
	22	794.85	552.30	430.25	234.10
	23	809.80	559.90	439.60	238.15
	24	824.00	566.45	449.00	242.35
	25	838.25	574.55	459.20	245.45
	26	853.20	582.55	464.40	249.95
	27	868.30	589.50	470.10	252.70
	28	882.35	596.70	475.85	256.15
	29	897.15	604.70	481.85	259.70
	30	911.95	611.85	487.60	263.00
	31	923.00	620.00	492.95	266.40
	32	933.20	627.05	499.30	269.50
	33	944.75	634.20	504.95	273.00
	34	955.75	642.05	510.45	276.95
	35	967.15	649.00	516.55	280.00
	36	977.95	654.65	520.80	283.20
Global (Ont)	37	988.90	659.95	524.60	286.65
	38	1,000.10	666.10	529.30	290.00
	39	1,010.70	671.20	532.60	293.35
	40	1,022.05	676.65	537.25	296.65
	41	1,029.65	680.40	540.95	299.35
	42	1,036.75	687.85	545.40	302.50
	43	1,044.25	693.30	549.10	304.90
	44	1,051.80	699.05	552.75	308.35
	45	1,059.00	704.10	557.05	310.80
	46	1,066.75	709.85	561.55	314.10
	47	1,074.15	715.25	565.45	316.70
	48	1,081.60	721.10	569.55	319.55
	49	1,089.10	726.35	573.90	322.35
	50	1,096.75	731.90	577.95	325.10
51 and over: add per unit		1.42	1.10	0.81	0.44
e.g. Global (Ntl) 73		1,129.41	757.20	596.58	335.22

404 Table G: Short-Life Commercials, National TV

Cumulative Payment of Network Spot/Wild Spot and Network Spot Commercials

Market Unit	Principal	Year 1 2008 - 09			
		SOC	Solo Singer/VO	Group Singer	
1 - 5	728.00	533.80	339.50	194.35	
6	747.20	545.85	352.00	200.35	
7	766.75	557.85	364.40	207.00	
8	786.75	570.05	376.40	213.30	
9	806.40	582.15	389.55	220.05	
10	825.40	594.35	401.40	226.15	
11	845.20	606.45	413.80	231.20	
12	864.35	618.25	426.05	236.25	
13	883.60	630.05	438.45	241.35	
14	903.60	642.65	451.10	246.55	
15	922.75	654.60	463.10	251.10	
16	942.20	666.20	475.20	256.10	
17	961.30	678.40	487.50	261.20	
18	981.25	690.55	499.30	266.30	
19	1,000.35	702.85	511.45	270.75	
20	1,019.95	714.20	523.90	277.50	
21	1,039.80	724.85	535.00	280.20	
22	1,059.25	734.85	547.00	284.60	
23	1,078.40	745.05	559.40	288.60	
24	1,097.55	755.60	571.40	293.25	
25	1,117.60	765.60	583.35	297.55	
26	1,136.60	775.35	591.00	301.90	
27	1,155.95	785.95	598.45	306.05	
28	1,174.45	796.00	605.85	310.25	
29	1,194.05	806.50	613.45	314.45	
30	1,212.95	816.25	621.00	319.05	
CTV (Ont)	31	1,228.10	826.60	628.05	323.55
	32	1,242.70	836.10	635.20	326.85
	33	1,257.25	845.95	643.00	331.00
	34	1,272.60	852.55	650.05	334.85
	35	1,286.95	865.55	657.85	338.80
	36	1,301.95	873.25	663.00	343.25
	37	1,316.40	880.65	667.90	347.20
	38	1,331.55	887.90	672.65	351.20
	39	1,346.45	895.30	677.45	354.95
	40	1,361.10	902.80	682.60	359.10
	41	1,371.05	909.80	687.15	362.05
	42	1,380.65	916.75	692.30	365.70
	43	1,390.35	924.70	696.95	369.45
	44	1,400.80	931.45	702.00	372.65
	45	1,410.55	938.05	707.35	376.15
	46	1,420.90	945.90	711.45	379.15
	47	1,430.15	952.40	716.45	381.85
	48	1,440.00	958.90	720.95	385.30
	49	1,450.15	966.95	725.65	388.05
	50	1,460.05	973.70	730.55	391.55
51 and over: add per unit	1.89	1.45	0.95	0.51	
	CBC 68	1,494.07	999.80	747.65	400.73
	CTV 68	1,494.07	999.80	747.65	400.73
	Global&CTV 80	1,516.75	1,017.20	759.05	406.85
	CTV & CBC 80	1,516.75	1,017.20	759.05	406.85
	CBC & Global 80	1,516.75	1,017.20	759.05	406.85
	CBC, CTV, Global 84	1,524.31	1,023.00	762.85	408.89

404 Table G: Short-Life Commercials, National TV

Cumulative Payment of Network Spot/Wild Spot and Network Spot Commercials

Market Unit	Year 2 2009 - 10			
	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	746.20	547.15	348.00	199.20
6	765.90	559.50	360.80	205.35
7	785.90	571.80	373.50	212.15
8	806.40	584.30	385.80	218.65
9	826.55	596.70	399.30	225.55
10	846.05	609.20	411.45	231.80
11	866.35	621.60	424.15	237.00
12	885.95	633.70	436.70	242.15
13	905.70	645.80	449.40	247.40
14	926.20	658.70	462.40	252.70
15	945.80	670.95	474.70	257.40
16	965.75	682.85	487.10	262.50
17	985.35	695.35	499.70	267.75
18	1,005.80	707.80	511.80	272.95
19	1,025.35	720.40	524.25	277.50
20	1,045.45	732.05	537.00	284.45
21	1,065.80	742.95	548.40	287.20
22	1,085.75	753.20	560.65	291.70
23	1,105.35	763.70	573.40	295.80
24	1,125.00	774.50	585.70	300.60
25	1,145.55	784.75	597.95	305.00
26	1,165.00	794.75	605.75	309.45
27	1,184.85	805.60	613.40	313.70
28	1,203.80	815.90	621.00	318.00
29	1,223.90	826.65	628.80	322.30
30	1,243.25	836.65	636.50	327.05
CTV (Ont)	1,258.80	847.25	643.75	331.65
32	1,273.75	857.00	651.10	335.00
33	1,288.70	867.10	659.05	339.25
34	1,304.40	873.85	666.30	343.20
35	1,319.10	887.20	674.30	347.25
36	1,334.50	895.10	679.55	351.85
37	1,349.30	902.65	684.60	355.90
38	1,364.85	910.10	689.45	360.00
39	1,380.10	917.70	694.40	363.80
40	1,395.15	925.35	699.65	368.10
41	1,405.35	932.55	704.35	371.10
42	1,415.15	939.65	709.60	374.85
43	1,425.10	947.80	714.35	378.70
44	1,435.80	954.75	719.55	381.95
45	1,445.80	961.50	725.05	385.55
46	1,456.40	969.55	729.25	388.65
47	1,465.90	976.20	734.35	391.40
48	1,476.00	982.85	738.95	394.95
49	1,486.40	991.10	743.80	397.75
50	1,496.55	998.05	748.80	401.35
51 and over: add per unit	1.94	1.49	0.97	0.52
CBC 68	1,531.47	1,024.87	766.26	410.71
CTV 68	1,531.47	1,024.87	766.26	410.71
Global&CTV 80	1,554.75	1,042.75	777.90	416.95
CTV & CBC 80	1,554.75	1,042.75	777.90	416.95
CBC & Global 80	1,554.75	1,042.75	777.90	416.95
CBC, CTV, Global 84	1,562.51	1,048.71	781.78	419.03

404 Table G: Short-Life Commercials, National TV

Cumulative Payment of Network Spot/Wild Spot and Network Spot Commercials

Market Unit	Year 3 2010 - 11			
	Principal	SOC	Solo Singer/VO	Group Singer
1 - 5	764.85	560.85	356.70	204.20
6	785.05	573.50	369.80	210.50
7	805.55	586.10	382.85	217.45
8	826.55	598.90	395.45	224.10
9	847.20	611.60	409.30	231.20
10	867.20	624.45	421.75	237.60
11	888.00	637.15	434.75	242.90
12	908.10	649.55	447.60	248.20
13	928.35	661.95	460.65	253.60
14	949.35	675.15	473.95	259.00
15	969.45	687.70	486.55	263.85
16	989.90	699.90	499.30	269.05
17	1,010.00	712.75	512.20	274.45
18	1,030.95	725.50	524.60	279.75
19	1,051.00	738.40	537.35	284.45
20	1,071.60	750.35	550.40	291.55
21	1,092.45	761.50	562.10	294.40
22	1,112.90	772.05	574.65	299.00
23	1,133.00	782.80	587.75	303.20
24	1,153.15	793.85	600.35	308.10
25	1,174.20	804.35	612.90	312.65
26	1,194.15	814.60	620.90	317.20
27	1,214.45	825.75	628.75	321.55
28	1,233.90	836.30	636.50	325.95
29	1,254.50	847.30	644.50	330.35
30	1,274.35	857.55	652.40	335.25
CTV (Ont)	1,290.25	868.45	659.85	339.95
32	1,305.60	878.40	667.40	343.35
33	1,320.90	888.80	675.55	347.75
34	1,337.00	895.70	682.95	351.80
35	1,352.10	909.40	691.15	355.95
36	1,367.85	917.50	696.55	360.65
37	1,383.05	925.20	701.70	364.80
38	1,398.95	932.85	706.70	369.00
39	1,414.60	940.65	711.75	372.90
40	1,430.05	948.50	717.15	377.30
41	1,440.50	955.85	721.95	380.40
42	1,450.55	963.15	727.35	384.20
43	1,460.75	971.50	732.20	388.15
44	1,471.70	978.60	737.55	391.50
45	1,481.95	985.55	743.20	395.20
46	1,492.80	993.80	747.50	398.35
47	1,502.55	1,000.60	752.70	401.20
48	1,512.90	1,007.40	757.40	404.80
49	1,523.55	1,015.90	762.40	407.70
50	1,533.95	1,023.00	767.50	411.40
51 and over: add per unit	1.99	1.53	0.99	0.53
CBC 68	1,569.77	1,050.54	785.32	420.94
CTV 68	1,569.77	1,050.54	785.32	420.94
Global&CTV 80	1,593.65	1,068.90	797.20	427.30
CTV & CBC 80	1,593.65	1,068.90	797.20	427.30
CBC & Global 80	1,593.65	1,068.90	797.20	427.30
CBC, CTV, Global 84	1,601.61	1,075.02	801.16	429.42