

NEW SERIES

COMING TO ROGERS TV



Jennifer Heard PhD

Chef Adam Heard

In each episode nutrition expert Jennifer, presents Chef Adam with an indulgent food and challenges him to create a delicious, yet healthy version.

She then rates his dish based on flavour, health and presentation.

Weeknights on Rogers TV
Streaming on rogerstv.com
Watch on demand on YouTube

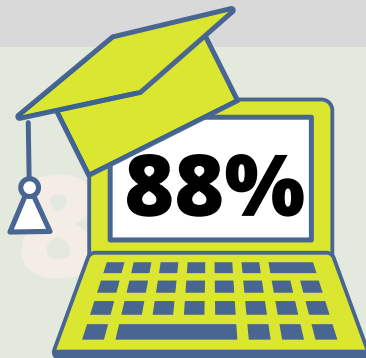


DEMOGRAPHICS & STATISTICS

Hours of television
watched in viewing
area



up 17% in
2020



of local programming
viewers have post
secondary education

\$83,099
Median
household
income

Our
Audience
is aged
29-65

56%
Women

44%
Men

**TV viewership throughout
Waterloo, Wellington, Brant, Brantford, Perth**

1,056,258
PEOPLE



With greater audience potential through
online streaming and on demand television



RATE CARD



Title Sponsor

- "Presented By" credit with logo on bumper in/out of breaks
- Creation of professional video ad - 15 seconds
- 1 x 15 second ad spot, aired **twice** during broadcast
- Logo on website with linkback (both RogersTV & BFL website)
- Two social media posts (Facebook & Instagram), 2 story mentions
(ask about product placement)

Full season (10 episodes) - Sold out
Half season (5 episodes) - \$3900.00 + HST

Gold Sponsor

- Creation of professional video ad - 15 seconds
- 1 x 15 second ad spot, aired **twice** during broadcast
- Logo on website with linkback (both RogersTV & BFL website)
- 1 social media post (Facebook & Instagram) with 1 story mentions.
(ask about product placement)

Full season (10 episodes) - Sold out
Half season (5 episodes) - \$3250.00 + HST

Silver Sponsor

- Creation of professional video ad - 15 seconds
- 1 x 15 second ad spot, aired **once** during broadcast
- Logo on website with linkback (both RogersTV & BFL website)
- 1 social media story mention (Facebook & Instagram)

\$390.00 per episode (3 episode minimum)

Bronze Sponsor

- Logo on both websites with back link1
- Social media post and 1 story mention (FB & IG)

\$500.00 plus HST Full season