

Canadian Nurses Association RN Campaign Media Buy: National Network Television, Print Magazines and Online Spring 2014

Print Magazines & Online

	MAY	JUNE	JULY	AUG	SEP	OCT	NOV
Consumer Magazines							
Today's Parent							
Maclean's		2 issues					
New Publication To Be Determined							
Online / Digital							
globeandmail.com							
cbc.ca							
ipolitics.ca							

National Network Television

	DAY	TIME	AD FORMAT	May				June			
				5	12	19	26	2	9	16	23
Global Canada											
24 - Premiere	Mo	8p-10p	:30 English			1					
News: Global National	Mo-Su	630p-7p	:30 English				1				
ET Late Night	M-F	130a-2a	:30 English						1		
Morning National News	M-F	9a-930a	:30 English					1	1		
American Dream Builders	Fr	10p-11p	:30 English			1					
Days of our Lives	M-F	1p-2p	:30 English					1	1		
Y&R	M-F	430p-530p	:30 English					3	2		
Y&R	M-F	430p-530p	:30 English			2	3				
Saturday Night Live	M-F	1130p-1a	:30 English				1				
CBC NETWORK											
The National	M-F	10p-11p	:30 English			2	2	2	2		
Coronation Street	Su	8a-1030a	:30 English			1	1	1	1		
CTV NETWORK											
The Voice (Finale)	Tu	8p-10p	:30 English			1					
Undercover Boss	Fr	8p-9p	:30 English				1	1			
The Daily Show	M-Th	1205a-105a	:30 English				1	1	1		
The View	M-F	11a-12p	:30 English				2	2	2		
Canada AM (east only)	M-F	6a-9a	:30 English				3	4	4		
HGTV											
Sp: MarathonG	M-F	3a-6a	:30 English			1					
Best of HGTV + 1	M-F	8a-3p	:30 English					1	1		
House Hunters+2	M-F	1p-4a	:30 English				2				
Holmes	M-F	5p-6p	:30 English			3	1				
Holmes	M-F	5p-6p	:30 English						1		
Our Place + 1	Mo	12a-2a	:30 English				1				
Our Place + 1	Mo	12a-2a	:30 English					1	1		
Make It Happen1 + 1	Mo	8p-9p	:30 English					1	1		
Make It Happen1 + 1	Mo	9p-10p	:30 English				1				
Leave it to Bryan	Tu	7p-8p	:30 English			1					
Decked Out+1	Tu	10p-1a	:30 English			1	1				
Decked Out+1	We	4p-8p	:30 English			1					
Flea Market +1	Fr	9p-1a	:30 English				1				
Flea Market +1	Fr	9p-1a	:30 English					1	1		
Flip to Win+1	Th	9p-1a	:30 English			1					
Flip to Win+1	Th	9p-1a	:30 English					1			
BuyFixSell +1	Fr	10p-2a	:30 English				1				
BuyFixSell +1	Fr	10p-2a	:30 English					1	1		
Our House + 2	Fr	9p-1a	:30 English			1	1				
Leave it to Bryan Wknd + 1	Sa	5p-11p	:30 English				1				
Leave it to Bryan Wknd + 1	Sa	5p-11p	:30 English						1		
Holmes Inspection	Sa	6p-7p	:30 English					1			
Decked Out Wknd+ 1	Su	1p-11p	:30 English			1	1				
Holmes Wknd	Su	11p-12a	:30 English			1	1				
Holmes Wknd	Su	11p-12a	:30 English					1	1		
House Hunters	Tu-Fr	8p-9p	:30 English					1	1		
Repeats	Mo-Su	6a-559a									
DISCOVERY											

Daily Planet	M-F	7p-730p	:30 English			1	1	1	1		
Never Do This At Home	Mo	9p-10p	:30 English			1	1				
Discovery Galaxy	M-F	11p-1130p	:30 English			1	1	1	1		
Man vs. Wild	Fr	9p-10p	:30 English			1	1	1	1		
Prime Time Science	M-Su	6p-7p	:30 English			1	1	1	1		
Mythbusters	We	10p-11p	:30 English			1	1	1	1		
Early Rotation	Mo-Su	12p-4p	:30 English			5	5	5	5		
Afternoon Rotation	Mo-Su	4p-6p	:30 English			3	3	3	3		
Morning Rotation	M-Su	6a-12p	:30 English			4	4	4	4		
Jacked	Mo	10p-11p	:30 English					1	1		
Dangerous Flights	Fr	10p-11p	:30 English			1	1	1	1		

	DAY	TIME	AD FORMAT	May				June			
				5	12	19	26	2	9	16	23
SLICE											
Best of Slice 5	M-F	12a-3a	:30 English					1			
Best of Slice1 + 1	M-F	6a-2p	:30 English					1			
Best of Slice2 + 1	M-F	9a-4p	:30 English					1			
Best of Slice 3	M-F	4p-6p	:30 English					1			
Sp: MarathonD	M-F	6p-9p	:30 English			1					
Slice Best1	M-F	6p-7p	:30 English			1	1				
Slice Best 1	M-F	6p-7p	:30 English					2	2		
Slice Best2	M-F	7p-8p	:30 English			1	1				
Best of Slice4	M-F	9p-11p	:30 English					2			
Slice Best2+1	Tu-We	9p-1a	:30 English			3	2				
Slice Best2 + 1	Tu-We	9p-1a	:30 English						1		
Slice Style Wknd + 2	Sa-Su	6a-10a	:30 English			1					
Best of Slice4 + 1	Mo	9p-1a	:30 English						1		
Real House2 + 1	Mo	10p-2a	:30 English				1				
Real House2 + 1	Mo	10p-2a	:30 English					1	1		
Real House4 + 1	Tu	10p-2a	:30 English					1	1		
Slice Best + 1	Th	10p-2a	:30 English				1				
Slice Best + 1	Th	10p-2a	:30 English						1		
Slice Wknd Best1	Sa	10a-12p	:30 English			1	1				
Slice Wknd Best1	Sa	10a-12p	:30 English						1		
Real House Wknd1	Sa	1p-4p	:30 English			2	1				
Slice Wknd Best3	Sa	3p-6p	:30 English			1					
Slice Wknd Best3	Sa	3p-6p	:30 English			1	1				
Slice Wknd Best5	Sa	9p-12a	:30 English			2	1				
Slice Wknd Best5	Sa	9p-12a	:30 English						1		
Slice Best Wknd	Su	7p-9p	:30 English			1					
Repeats	Mo-Su	6a-559a									
W NETWORK											
Morning	M-F	6a-9a	:30 English			1	1	1	1		
Daytime	M-F	9a-4p	:30 English			2	1	2	2		
2 Wknd Morning	Sa-Su	6a-12p	:30 English			1	1	1	1		
2 Wknd Afternoon	Sa-Su	12p-6p	:30 English			1	1	1	1		
Property Brothers	Tu-Fr	5p-6p	:30 English			1	1	1	1		
Love it or List it	We	8p-9p	:30 English			1	1	1	1		
Love it or List it	M-F	1p-2p	:30 English			1	1	1	1		
Undercover Boss	Th	9p-10p	:30 English			1	1	1	1		
Love it or List it	We	10p-11p	:30 English			1	1	1	1		
Love it or List it	Mo	10p-11p	:30 English			1		1			
Prime	M-F	6p-12	:30 English				1				
DEJA VIEW											
TV Lovers+ 1	M-F	6a-9p	:30 English			4	4				
TV Lovers + 1	M-F	6a-9p	:30 English					4	4		
TV Lovers2 + 1	M-F	9a-12a	:30 English			4	4				
TV Lovers2 + 1	M-F	9a-12a	:30 English					4	4		
TV Favourites2 + 1	M-F	12p-3a	:30 English			4	4				
TV Favourites2 + 1	M-F	12p-3a	:30 English					4	4		
TV Favourites1 + 1	M-F	3p-6a	:30 English			6	6				
TV Favourites1 + 1	M-F	3p-6a	:30 English					6	6		
TV Favourites1 + 2	Sa-Su	6a-6p	:30 English			6	6				
TV Favourites1 + 2	Sa-Su	6a-6p	:30 English					6	6		
TV Lovers Wknd + 1	Sa-Su	10a-4p	:30 English			4	4				
TV Lovers Wknd + 1	Sa-Su	10a-4p	:30 English					5	5		
TV Faves Wknd1 + 1	Sa-Su	6p-3a	:30 English			4	4				
TV Faves Wknd1 + 1	Sa-Su	6p-3a	:30 English					4	4		
TV Faves Wknd2 + 1	Sa-Su	9p-6a	:30 English			5	6				
TV Faves Wknd2 + 1	Sa-Su	9p-6a	:30 English					6	6		