

MÉDIA KIT
ESPACEPUB
Reaching the unattainable.

WHO ARE WE?

Since 1998, TV5 has maintained a unique position in the Canadian television landscape. A wide-ranging blend of accents and tones, TV5 proves the vitality of the French language throughout the world by offering a carefully selected lineup of programs.

TV5 and Unis TV are part of the basic package of cable providers, reaching 10 million households across Canada.

TV5

Travel-loving, curious, informative and groundbreaking, TV5 is a Canadian French-language channel renowned for the relevance, depth and quality of its programming.

With local content and a view on the rest of the world and the major global issues, TV5, even more this winter, explores the world in a different way, in all its complexity and diversity.

UNIS TV

Unis TV came into being to entertain the 10 million Francophones and Francophiles across Canada with programming that reflects their values.

Focusing mainly on Canadian productions, Unis TV's programming is intended to be colourful, accessible and Franco-fantastic! You'll find the major fiction and cult series in French, films, youth programs as well as documentary series and magazines covering a variety of subjects including design, fine dining, travel in Canada and the great outdoors.

THE TV5 QUÉBEC CANADA ESPACE PUB IS :



2 COMPLEMENTARY TV CHANNELS

Available to **10 million +** Canadian household and included in the basic package

TV5 :

- 90%** brand awareness
- Close to **1.5 million people reached**/week
- Balanced profile: **43%** women/**57%** men
- 54%** of A18+ have a college or university education

Unis TV :

- 25%** increase in brand awareness in 1 year
- 39%** audience increase
- Balanced profile: **56%** women/**44%** hommes



2 WEBSITES AND 1 APP

- 172,000** users per month
- 269,800** sessions/month
- 627,400** page views/month
- 7.5 million** page views per year
- Average time of **8 min.**



2 WEEKLY NEWSLETTERS

- 21,000** subscribers
- 2** weekly newsletters, or 10/month
- 32.1%** opening rate
- 3.3%** click rate
- Over 112,500** people reached every month



2 COMMUNITIES

TV5

- f** **197,000** followers
- t** **37,400** followers

Unis TV

- f** **35,000** followers
- t** **2 240** followers

BLOG average of **2,000** page views/article

Source : Numeris, Québec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017)

A CHANCE TO INCREASE YOUR REACH



+10 MILLION
CANADIAN HOUSEHOLDS

Our channels are **included in the basic packages** of cable providers

Reach over **2.5** MILLION PEOPLE EVERY WEEK IN QUEBEC

BENEFIT from an audience **GUARANTEED AT 90%**

+40% INCREASE in viewing time/viewers among A25-54 on **UNIS TV**



Benefit from more **VISIBILITY WITH 50%** ADVERTISING SPACE on our channels

30K PROGRESS WITH US **WITH AN AVERAGE AUDIENCE/MINUTE** on TV5



Reach viewers with a **UNIQUE PROFILE ON TV5**

- Household income of **100,000\$** or more (index 120)
- **University-level** education (index 140)
- Are **the main buyers of the household** (index 110)
- White collar (index 106)
- Are born outside Canada (index 195)



Reach viewers with a **UNIQUE PROFILE ON ON UNIS TV**

- **43%** have a household income of **60K** or over (index 119)
- **50%** have a higher education degree (index 135)
- Families**
 - Child under 18 at home (index 159)
- Job**
 - Professionals, managers, self-employed workers, business owners (index 150)
- Place of residence**
 - **50%** Greater Montreal
 - **50%** rest of Quebec

Source: -Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 18, 2018), A25-54, A18+, T2+
-Vividata, 2017 Q2, product consumption study. Weighting on the population, Quebec Franco, 125-54
-Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 18, 2018), A25-54
-Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 18, 2018), T2+

ESPACE TÉLÉ – CRÉATIVITÉ MÉDIA

SPONSORSHIP OF PROGRAMS OR MULTIPLATFORM THEME NIGHTS INCLUDING TV, WEB AND SOCIAL MEDIA

- Opening, middle and closing billboards, 5 s or 10 s
- 30-s promos
- 10-s banners
- Graphics on the program hub or big box/banner
- Social media posts –Facebook, Instagram and Twitter
- Newsletters
- Contests
- Media creativity concepts
- Integration into content

TAILOR-MADE SOLUTIONS WITH CREATIVE ELEMENTS THAT MATCH YOUR BRAND

- Animated banners –10 s
- Customized countdowns –15 s or 30 s
- Opening/closing sponsorship billboards
- Closed captioning billboards –10 s
- Good program billboards –10 s
- Sponsored promos –30 s
- Schedules –20 s
- Logos on transitions
- Vignette

Our digital platforms and many media creativity possibilities offer excellent flexibility for integrating your brands with innovative content creation designed for you and based on the needs of your advertisers.

DIGITAL – THE WEBSITES

TV5.CA
UNIS.CA

180 HOURS of video content
141,000 VIEWS every month

TV5

55% women
45% men
69% 18-54

Unis TV

61% women
39% men
61% 18-44

THE TV5 AND UNIS TV COMMUNITY



FB : Average reach per post: 10,000
FB : Average reach per month: 60,000
FB : Average clicks per post: 300

CONTEST

Facebook and Twitter

INTÉGRATION INTO CONTENT

Facebook, Twitter and Instagram

PERSONALIZED BLOGS AND ARTICLES

On TV5 and Unis TV websites and shared on social media

Possibility of TV5 articles:

Cooking, travel, culture, lifestyle, environment, animals...

Possibility of articles on Unis TV:

Atlantic Canada, Quebec, Ontario, Pacific, nature, environment, outdoors, food, culture, animals...

Source : -Google Analytics, January 1, 2017, to December 1, 2017.
-Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017, to March 18, 2018), A25-54, A18+, T2+

TECHNICAL SPECIFICATIONS FOR MATERIAL INTENDED FOR TV PRODUCTION

VIDEO MATERIAL

- Resolution: 1920 x 1080 pixels
- Accepted files:
- Volume level: 48 kHz, 16 or 24 bits
- Image format: TGA, PNG, TIFF
- Colour space: 709, not RGB
- Frames/second: 60i (59.94)

AUDIO MATERIAL

- Accepted files: WAVE, AIFF
- Provide: separate audio tracks (narration, two-track stereo music and effects)
- Sampling frequency: 48 kHz

IMAGE

- Resolution: at least 1920 x 1080 pixels
- Accepted files:

LOGO

- Accepted files:
- Provide fonts: .ttf or .otf

Procedures : If production is required, the material must be sent 30 days before the broadcast date. If not, anticipate a period of five business days before the broadcast date.

Send files to: ventes-sales.tv5.unis@tv5.ca

TECHNICAL SPECIFICATIONS FOR MATERIAL INTENDED FOR WEB PRODUCTION

BIG BOX

300 X 250

DOUBLE BIG BOX

300 X 600

SUPER BANNER

728 X 90

CAROUSEL

Graphics

TECHNICAL SPECIFICATIONS

Accepted file formats :

JPG, PNG, GIF, FLASH

Maximum size:

Max 100k

Procedures:

If production is required, the material must be sent **15 business days before** the broadcast date. Don't forget to include your URL.

If no production is required, send the material, including your URL, **5 business days before** the broadcast date.

Send files to:

ventes-sales.tv5.unis@tv5.ca

CONTESTS, INTEGRATION INTO CONTENT AND BLOGS

TECHNICAL SPECIFICATIONS

Accepted file formats :

JPEG

Contest procedures:

The client must provide contest description and details **15 business days before** broadcast.

Provide guidelines for writing the blog.

Note that the blogs are written by TV5. The blog will be sent to you for approval before it is posted. Elements must be sent **15 business days before** the start of the campaign.

Send files to:

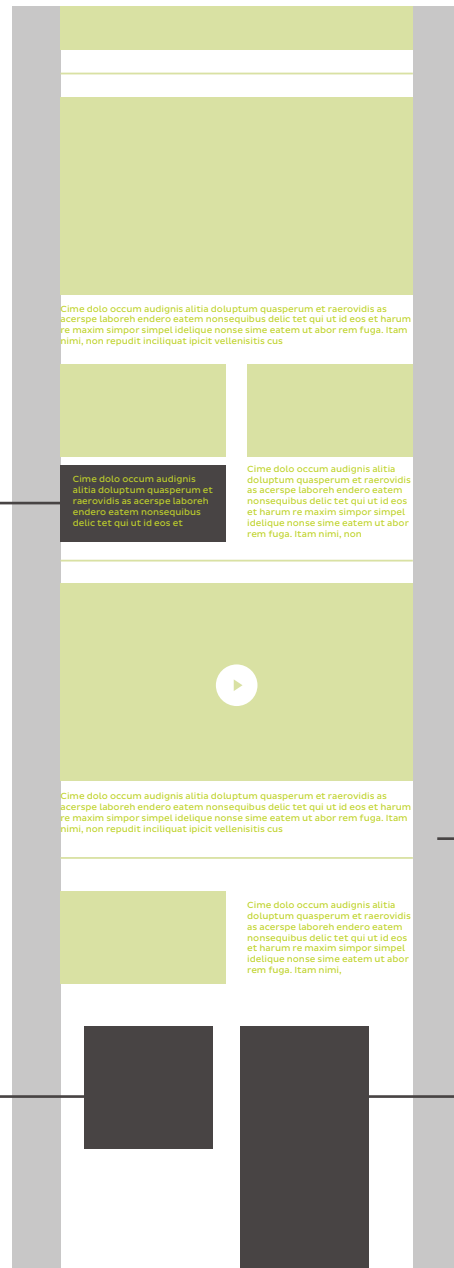
ventes-sales.tv5.unis@tv5.ca

DIGITAL – TV5 AND UNIS TV NEWSLETTER

Super banner
600 x 100



Integration into content



Big box
300 x 250



Graphics (edges)

Double Big box
300 x 600



TECHNICAL SPECIFICATIONS

Accepted files:
JPG, GIF, PNG

Size :
Max 60k

Procedures :
If production is required, the material must be sent **15 business days** before the publication date.

If no production is required, send the material, including your URL, **5 business days** before the broadcast date

Send files to:
ventes-sales.tv5.unis@tv5.ca

OUR TEAM

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