

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 |