

ROGERS TV SALES

It keeps getting better...

Citytv™



The Bachelor
Mondays at 8:00PM

The Bachelor Soars to New Heights

The season premiere of *The Bachelor: On the Wings of Love* took flight as 2.7 million Canadians tuned in to watch handsome commercial pilot, Jake Pavelka, meet 25 bachelorettes; including two Canadians on Citytv.

Monday night's launch is up 91% over the season premiere of *The Bachelor* one year ago.

The Bachelor landed the #1 spot in Toronto and Calgary across all key female demographics as well as young adults.



The Biggest Loser
Tuesdays at 8:00PM

Big reach, Big ratings for The Biggest Loser

The Biggest Loser Couples premiered Tuesday night on Citytv. Over 878,000 Canadians tuned in to watch trainers Bob and Jillian start their grueling workouts. This season they face the heaviest group of contestants they have ever seen.

Tuesday's episode outweighed last seasons premiere by 5%. The premiere was #1 in Toronto for key adult and female audiences.

Coming Soon To Citytv



Warehouse 13
Premieres February 5th at 9:00PM

After saving the life of the President, two Secret Service agents (McClintock and Kelly) find themselves abruptly “promoted” and relocated to windswept South Dakota, to a top-secret location called Warehouse 13: a massive, secret storage facility that houses every strange artifact, mysterious relic, fantastical object and supernatural souvenir ever collected by the U.S.

government over the centuries. In this earthbound show, the duo search the country for several missing objects while monitoring the reports of supernatural and paranormal activity that could indicate the presence of other objects they must retrieve.

Don't miss out on the chance to advertise in these special broadcasts.

Contact your Rogers TV Sales representative today to reserve your spot.

OMNI Television: generates strong results with our 6-8 pm block of programming ranking #1 in all 18-34 demos! Hit programming includes Family Guy, Two and a half Men, Friends, and The Simpsons. Other OMNI hits include Mad TV, Letterman and NFL Football.

5 strong local ethnic newscasts
Strong local third language programming

Citytv: Citytv™, with stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg, broadcasts intensely-local, urban-oriented, culturally-diverse television in its own unique, interactive style. With its strong local voice, Citytv™ offers a distinct alternative to other conventional television offerings. Its instantly recognizable 'look' and 'sound' are the product of refreshingly different on-air personalities, unique program formats and high television style.

www.rogerstvsales.ca

For more details on how to book these and other opportunities, please contact your Account Representative.

