

ROGERS TV SALES

It keeps getting better...



February 15th to February 28th

Citytv™

February 15th to February 28th Citytv will be airing an alternative primetime schedule due to the Olympics.

Shows being featured include:



How I Met Your Mother

Tuesday to Thursday at 8:00PM

How I Met Your Mother is a comedy about Ted and how he fell in love. It all started when Ted's best friend, Marshall dropped the bombshell that he was going to propose to his long-time girlfriend, and now wife, Lily kindergarten teacher. At that moment, Ted realized that he had better get a move on if he too hopes to find true love. Helping him in his quest is Barney, a friend with endless, sometimes outrageous opinions, a penchant for suits and a foolproof way to meet women. When Ted met Robin, it was love at first sight, but when things didn't work out, Ted realized destiny must have something else in store. The series is narrated through flashbacks from the future.



Dark Blue

Monday to Thursday at 10:00PM

This character-based police drama will follow a squad of young undercover LAPD officers as they walk the thin line between doing their job and being seduced into the easy money and corruption of the L.A. crime world. The mission of this small and elite group of officers is clear: Infiltrate through deception, expose the crime and don't get killed. The temptations will be many, but our heroes will never lose their focus and their desire "to protect and to serve."



Accidentally On Purpose

Tuesday at 8:30PM

Jenna Elfman stars in *Accidentally On Purpose* as Billie, a woman who finds herself “accidentally” pregnant after a one night stand with a much younger guy, and decides to keep the baby... and the guy. A newspaper film critic, Billie is barely surviving a humiliating break up with her jet-setting, charming boss, James, who’s still trying to resume their relationship. Suddenly expecting a child with her “boy toy,” Zack, Billie and he make an arrangement: to live together platonically. Billie’s party girl best friend Olivia, and Abby, her conventional, younger married sister, eagerly look forward to the new addition and offer their own brands of advice and encouragement. But when Zack and his freeloading friends, including Davis, start to turn her place into a frat house, Billie isn’t sure if she’s living with a boyfriend, a roommate, or if she just has another child to raise.

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.

