

CHANNEL: Citytv Toronto: Rogers 7 _ HD 519
ShawDirect – 344 / ExpressVU – 214



ST. STANISLAUS - ST. CASIMIR'S
POLISH PARISHES CREDIT UNION LIMITED



Polish Studio TV

www.polishstudio.tv

www.polcu.com



POLISH STUDIO on Citytv

www.polcu.com/polishstudio

CONTACT:

For TV Ad placement or production support:

Tadeusz Lis
Polish Studio Producer
Tel. 416. 537-2181 ext. 3266
email: list@polcu.com

Professional TV ad production.
Special time-limited promotional pricing:

William Baranski
Associate Producer
Tel. 905. 821.7636
Cell. 416. 564.0862
e-mail: will@2bornot2b.ca

For information and
LCD / ATM display placement:

Elizabeth Michalczak
Executive Marketing Assistant
Polish Credit Union
Tel. 416. 537.2181 ext. 1272
email: michale@polcu.com

Polish Studio 2012 Ad Promotion

1. TV Ad Spots at discounted rates

Polish Studio TV	Discounted tv ad price (cost per ad before tax)		
Length	1 - 2 spots:	3 - 25 spots:	26 - 52 spots:
15 sec.	\$ 100	\$ 85	\$ 75
30 sec.	\$ 200	\$ 170	\$ 150

2. PLUS - Polish Studio Program Video Streams (including ads)

- FREE** - on the Credit Union website www.polcu.com. Appear the week immediately following the Polish Studio program when ad appears (archived online for 3 years);
- FREE** - in the Credit Union Branches (video only) for 1 week following ad run;
- FREE** - on the Credit Union Mobile Banking site;
- FREE** - on YouTube and the Credit Union own YouTube Channel.

3. PLUS - Value Added Exposure

- FREE** - static ad (image only) can be display on Credit Union LCD Network in branches.
Static Ad Format: JPG - 1500 x 833 pixels; 72 dpi. E-mail the artwork to: michale@polcu.com

Note:

Video Ad Production Options:

- Supply your own (contact Tadeusz Lis for specifications);
- Arrange professional quality ads through Polish Studio – Special offer time limited promotional pricing. Ads can include: customized footage, your logo, graphics, animation, background track; voice over audio to enhance visual impact (contact Will Baranski);
- Production of basic ads for Polish Studio by the Credit Union is available FREE on a time limited basis. Please contact Ella Michalczak Tel. 416. 537.2181 ext. 1272 at the Credit Union for details.

Time Limited Incentive Offer:

TV ad pricing is based on current ad spot supply and is subject to change at any time.
Our regular price per ad spot: \$ 140 / 15 sec. and \$ 280 / 30 sec. (+ HST).





ST. STANISLAUS - ST. CASIMIR'S
POLISH PARISHES CREDIT UNION LIMITED

We offer our Polish Studio advertisers a wide range of marketing / advertising options that can be integrated across multiple media platforms to create a compelling and comprehensive campaign



Polish Studio TV



TELEVISION



ONLINE

www.polcu.com
www.polishstudio.tv
www.youtube.com

POLCU DIGITAL MEDIA



MOBILE



POLISH CREDIT UNION BRANCHES





POLISH STUDIO on Citytv

Polish Studio

220 Roncesvalles Avenue
Toronto, ON M6R 2L7

contact:

Tadeusz Lis, producer
Tel. 416. 537-2181 ext. 3266
cell: 416.995.8884
e-mail: list@polcu.com

head office:

St. Stanislaus - St. Casimir's
Polish Parishes Credit Union Limited
220 Roncesvalles Avenue
Toronto, ON M6R 2L7
Toll Free 1.855.765.2822
1.855.pol.cuca
www.polcu.ca
www.polcu.com

ABOUT POLISH STUDIO TV

The Polish Studio program was founded in 1988. It is owned and operated by St. Stanislaus – St. Casimir's Polish Parishes Credit Union Limited ("PolCU"). The program is produced in the Polish language with occasional use of English content. It is aired weekly every Saturday from 11:00 am to 12:00 noon* from the Citytv - largest independent television station in Canada (www.citytv.com).

Our program is potentially watched by over 500,000 viewers in Canada and also by many U.S. residents in the Rochester, Buffalo, and Detroit areas. Polish Studio is highly respected in Canada's Polish community and enjoys a close rapport with loyal viewers. Every Polish Studio weekly broadcast is current, informative and professional.

ABOUT CITYTV

Citytv television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. Citytv is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company.

CHANNEL INFORMATION

Citytv Toronto: Rogers – 7, HD 519 / ShawDirect – 344 / ExpressVU – 214;
Citytv Calgary: Shaw – 8 / Telus - 8 / Express Vu – 246 / Star Choice – 328.
Citytv Edmonton: Shaw - 7 / Telus - 7 / Express Vu - 241 / Star Choice – 347.
Citytv Vancouver: Shaw - 13 / Telus - 13 / Express Vu - 253 / Star Choice – 359.
Citytv Winnipeg: Shaw - 8 / Express Vu – 228.

SALE OF COMMERCIAL TIME ON POLISH STUDIO TV

Polish Studio has exclusive rights to sell advertising time on CityTV, every Saturday from 11 am to 12 noon*.

* North American Eastern Standard Time 'EST'



St. Stanislaus - St. Casimir's
Polish Parishes Credit Union Limited

Head Office:
220 Roncesvalles Avenue
Toronto, ON M6R 2L7

Toll Free 1.855.765.2822
Fax: 416.537.5022 • www.polcu.com

PolCU ATM & LCD Network:

- Toronto, 220 Roncesvalles Ave.
- Etobicoke, 2987 Bloor St. West
- Etobicoke, 3066 Lake Shore Blvd West
- Mississauga, 3145 Dundas St. West
- Mississauga, 3145 Dixie Rd. - Wisla Plaza
- Mississauga, 3015 Parkerhill Rd. - Tatry Plaza
- Mississauga, 325 Central Parkway West – Plaza
- Brampton, 7955 Financial Dr and Steeles Ave West
- Kitchener, 215 Highland Rd. West
- Hamilton, 709 Barton St. East
- London, 383 Horton St.
- Oshawa, 50 Richmond St. East



ST. STANISLAUS - ST. CASIMIR'S
POLISH PARISHES CREDIT UNION LIMITED

St. Stanislaus - St. Casimir's Polish Parishes Credit Union Limited is a full service financial institution serving members of Polish descent in the Province of Ontario since 1945. Banking services are delivered through a multi-branch network in the Province of Ontario and electronically through ATMs; telephone banking; mobile banking and internet banking accessible through our web site www.polcu.com.

The Credit Union also own and operate the Polish Studio TV program aired weekly every Saturday on the Citytv - largest independent television station in Canada (www.citytv.com).



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