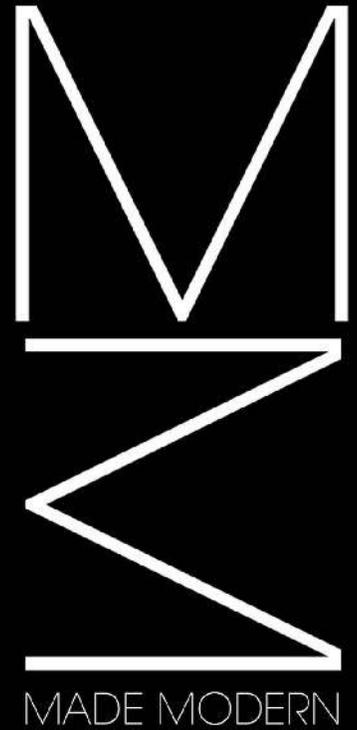


MADE MODERN



[www.mademodern.ca](http://www.mademodern.ca)

# MADE MODERN



## MADE MODERN TELEVISION SHOW

**Made Modern is a new show featuring unique modern homes and their interesting owners.**

**Made Modern will be broadcast on Rogers TV, Toronto.**

**Each of the modern homes selected was designed to reflect the fascinating personalities of their owners.**

**In the spirit of MTV Cribs the owners themselves will be involved in providing a tour of their home, describing interesting features and upgrades, and in the process conveying the allure of their unique living space.**

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# MADE MODERN



Potential of reaching up to 1 million viewers just on TV!

**Made Modern on Rogers TV has potential audience reach of nearly 1,000,000 viewers in the Greater Toronto Area (GTA).**

## DEMOGRAPHICS (RTV)

Age and sex (evenly split) 18-49: 36% 35-54: 45% 55+: 32%.

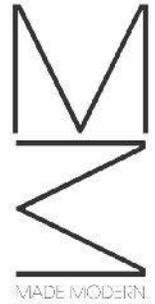
Average age: 45 years old.

Education: 45% college or university educated.

Household income: \$75k+: 29% \$50-74k: 17% \$ 30-49k: 22%.

**Plus countless more viewers on Made Modern Web Portal, Mobile and Interactive Kiosks!**

# MADE MODERN



## **Title Sponsorship Package**

**\$ 50 000 Full Season Buy - 6 Episodes**

### **Title Sponsorship Includes:**

**Sponsorship is visually and audibly branded: `Made Modern is brought to you by ABC Company`**

**Sponsorship logo on Rogers TV on air promos including 15 US speciality channels such as CNN, A&E, TLC ...**

**Sponsorship logo on Rogers TV social media**

**Sponsorship logo on Rogers TV press releases**

**Production and creation of sponsorship advertisement**

**Two 15 second advertisements per show for full season ( 6 shows )**

**Plus 6 additional weeks of repeats resulting in total of 144 sponsorship advertisements over 12 weeks**

**Guest appearance on Daytime morning show on Rogers TV**

**Sponsorship logo branded on Made Modern Portal**

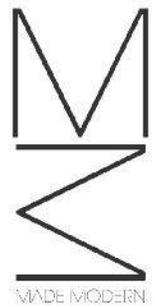
**Embedded sponsorship advertisement on Made Modern Portal**

**Hosting of sponsorship advertisement and promo materials on Made Modern Portal which can be embedded to any other website or portal**

**A 4 minute video production featured on Made Modern Portal**

**Brand presence across hotel interactive kiosks across GTA**

# MADE MODERN



## **PROGRAM SPONSORSHIP PACKAGE**

**12 Weeks of Advertising for \$ 10 000 Includes:**

**Creation of a full motion advertisement**

**Two 15 second sponsorship advertisements on prime time television on 6 consecutive episodes**

**Plus 6 additional weeks of repeats resulting in total of 144 sponsorship advertisements over 12 weeks**

**Online and mobile advertisement on Made Modern Portal and your 15 second sponsorship advertisement continues to run within the show online**

**Hosting of sponsorship advertisement and promo materials on Made Modern Portal which can be embedded to any other website or portal**

**Brand presence across hotel interactive kiosks within GTA**

# MADE MODERN



## LET US CREATE YOUR COMMERCIAL

We have already earned the trust of an ever growing number of companies and organizations across North America by delivering top quality television campaigns at a fraction of the usual price. That means you get a great television commercial in one single affordable package.



By 2016 video will account for 86% of global consumer online traffic.  
( Cisco Visual Networking Index, May 2012 )

We create commercials, corporate videos and all video media needs.

The idea behind Made Modern was to put the creative, design, editing, animation, and production studio all under one roof, giving our clients unparalleled access, flexibility and value for a very competitive price.

Made Modern partnered with Rocket Frog Films to offer integrated creative, production and post-production house focusing on broadcast and new media projects.

Check out our demo reels at:

[rocketfrog.ca](http://rocketfrog.ca)



# MADE MODERN



## MADE MODERN ONLINE PORTAL AND MOBILE YOUR ADS DON'T JUST STOP AT TV!

When you purchase sponsorship you also get your ads and website links showcased on the Made Modern Portal with it's own TV Show centred around it.

The Made Modern Portal will be a go-to place for homeowners, designers, architects and builders reaching a local and global audience. The show including your logo will be promoted on Rogers TV Toronto and 15 US specialty channels including CNN, A&E, TLC, to name few!

Here you will have an opportunity to take viewers on a journey to explore your brand and get your story told via links, video and more.

Any content related to you such as advertisements and Made Modern segments will be hosted by us and made available to be embedded on your own websites.  
The Made Modern Portal will be accesible on all mobile devices.

Canadians are the highest viewers of internet video content globally, with 90% streaming online video. ( Cisco Visual Networking Index, May 2012 )

[mademodern.ca](http://mademodern.ca)

# MADE MODERN



**LET'S TAKE THE SHOW ON THE ROAD  
...AND YOUR ADS!**



As part of your air time purchase, your 15 second advertisement on Made Modern Portal will be accessible from interactive kiosks placed within several local hotels and available to guests at the Toronto and Vaughan Hilton Garden Inn Hotels as well as Residence Inn Marriott in downtown Toronto.



MADE MODERN



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