



# LAKEHOUSE MEDIA

Be The Authority

At Lakehouse Media we help you become the go-to authority in your field by creating your very own television show. We will produce, edit and air your new TV series to give your brand the platform it needs to *be the authority*.

When you produce a show with Lakehouse Media you will:



Connect with your target audience all across Canada



Become the go-to authority when it comes to your area of expertise



Build your client base by driving viewers to your organization

## SERIES

We will produce a total of 26 original episodes of your choice. The series will air for one full year in major cities across Canada.

## AIRING

Depending on the nature of your series, together, we will decide which network best suits the topic of your show. For example, a business/real estate show may be best suited for Bloomberg TV Canada while a cooking show may be best suited for the FOOD Network.

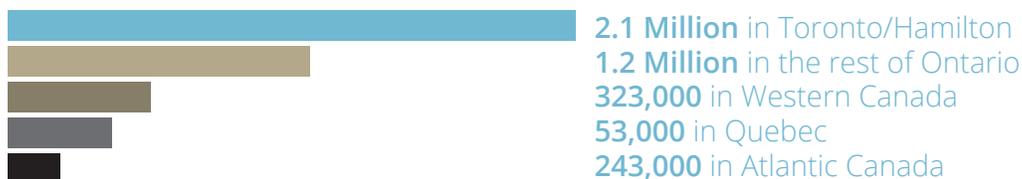
Once we have decided on a network, Lakehouse Media will book the same timeslots for the entire year. Timeslots will be within major viewing hours: weekdays between 5:30 pm and 11 pm, weekends between 8 am and 11 pm.

Each of the 26 episodes will air for one week within the first 6 months. Each of the 26 episodes will then repeat in the same order for the following 6 months totalling a full year of airing.

## REACH

The reach for each series will vary depending on the network on which it airs. As an example, *The Everyday Investor with Rav Toor* airs on CHCH (Channel 11) and Bloomberg TV Canada. The reach on these networks is as follows:

**CHCH reaches 3.9 million households each week.**



**Bloomberg TV Canada** is a new channel available by subscription to **4.5 million** households across Canada.

The current number of subscribers is **108,000** and growing.



## EPISODE BREAKDOWN

Each episode will be a maximum of 25.5 minutes, however, should you so choose, 2.5 minutes of this can be used for commercials (your own or affiliate companies). Commercials can be filmed in studio or, if you already have your own commercial, you can provide it to us to include in post-production.

## PRODUCTION

All 26 original episodes will be filmed in studio over the course of 1 week (filming approximately 6 to 7 episodes per day with the first day of the week being used for set up). Lakehouse media has a fully trained team of television professionals. This includes lighting, camera, audio, hair and make-up artists and control room personnel. You will have the opportunity to review each episode before airing with the allowance of one post-production revision (does not include reshoots).

## SOCIAL MEDIA



Along with having your show on television, you will be able to engage viewers through two additional platforms: we will create a Youtube channel and Facebook page which will then be handed over to you.

## CONTENT

Copies of all shows will be given to you to post where you wish. Lakehouse Media reserves the right to use this content as well for its own advertising purposes i.e. on their website and social media pages.

## INVESTMENT AMOUNT

The total investment for your TV Series Production for the year is \$250,000. This is to be paid as follows:

**\$10,000 – Upfront as a deposit**

**\$80,000 – Thirty days before shooting**

**\$80,000 – First day of shooting**

**\$80,000 – After show has been previewed but before airing**

*(cost breakdown above does not include applicable taxes)*

You may wish to have one sponsor for your show, who invests the full amount, or multiple sponsors who wish to share in the investment amount, up to a maximum of five individual sponsors.

Please do not hesitate to contact us with any further questions.