

SALT + LIGHT MEDIA KIT



2016/2017



Fr. Thomas Rosica, CSB
Chief Executive Officer

OUR MISSION

To proclaim Jesus Christ and the joy of the Gospel in Canada and globally by telling stories of hope that bring people closer to Christ and the Catholic faith.

WHAT WE DO

Born on the wings of World Youth Day 2002 in Canada, Salt + Light is a unique instrument of the New Evangelization. It is dedicated to being—and helping others become—the salt of the earth and the light of the world. Our mission is to proclaim Jesus Christ and the joy of the Gospel to the world by telling stories of hope that bring people closer to Christ and the Catholic faith.

We share the joys and hopes of the Gospel through television, radio, print, and online media. Our work unites people together through prayer, celebration, reflection, education, authentic dialogue and enquiry, thought-provoking reporting and stories of faith and action. We also challenge believers to grow in the knowledge of the faith and the Catholic tradition in its many expressions.

We strive to offer an invitation to all peoples, especially those on the peripheries of faith and the Church, to draw closer to the Lord and experience the community of the Church.

TELEVISION

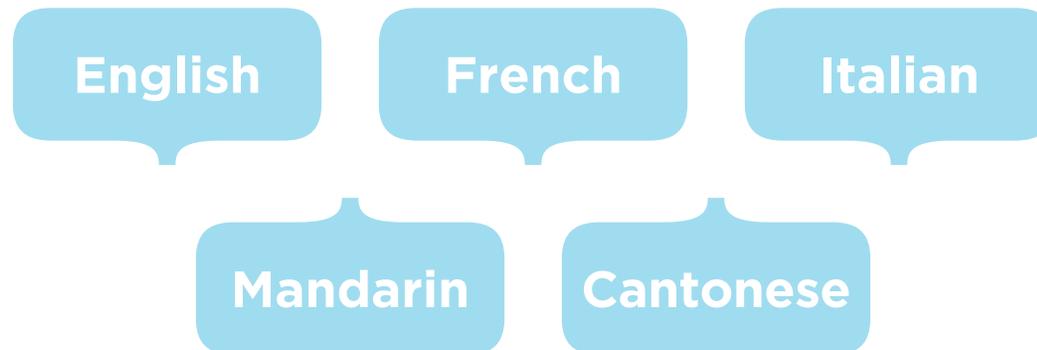
Salt + Light is Canada's exclusive Catholic television network. It is a digital cable and satellite channel available in approximately three million homes in Canada. It is also broadcast around the world through online streaming.

The network enjoys an extremely loyal following comprised of various age and income demographic groups. Our viewer profiles also includes religious communities i.e. priests, sisters, deacons.

Although many programs are original content produced by Salt + Light we also carry feed from other religious sources.

Salt + Light continues to be the "go to" source for coverage of live papal visits and events.

SALT + LIGHT CONTENT IS BROADCAST IN:





Alicia Ambrosio
Producer



Sebastian Gomes & Cheridan Sanders
Producers

PREMIUM

WEEKLY 20

WEEKLY 10

TELEVISION SPONSORSHIP

All packages are broadcast for a two weeks period (14 days). These packages include (at no charge) incremental audience reach through Roku live viewing. See *page 9* for Roku details.

PREMIUM PACKAGE (WEEKLY) \$4000

Lead in and lead out spots on all the following weekly premium programs—initial and repeating:

Witness
Vatican Connections
Catholic Focus
Perspectives Weekly

WEEKLY PACKAGE 20 \$3500

Spots:

20 daytime 20 prime time *BONUS 20 overnight*

WEEKLY PACKAGE 10 \$2000

Spots:

10 daytime 10 prime time *BONUS 10 overnight*

Any purchase of two or more packages—run consecutively—receives a 30% discount!

For longer ad spots, customized packages or more information please contact:

Noel Ocol
Director, Marketing and Communications
1 (888) 302-7181
nocol@saltandlighttv.org

TELEVISION DISTRIBUTION



Channel 558 Channel 293
All of Canada



Channel 185
Burlington, Oakville,
Hamilton, Cornwall, Niagara,
St. Catharines, Kingston



Channel 159
Serving British Columbia and
Alberta



Channel 242
Montreal, Quebec City,
Gatineau



Channel 28
Chaudières-Appalaches,
Estrie, Mauricie, Centre-du-
Québec, Montérégie



Salt + Light Channel
Worldwide



Channel 240
Toronto, London, Ottawa,
Kitchener-Waterloo



Channel 654
Select areas in Toronto
and Montreal with plans for
expansion



Channel 160
Vancouver, Edmonton,
Calgary, Saskatoon,
Winnipeg, Hamilton



Channel 356
Select areas of Nova Scotia,
Prince Edward Island, and
Newfoundland



Channel 93
Select areas of rural Ontario



David LeRoss
Cameraman



Charles Le Bourgeois
Producer (French programming)

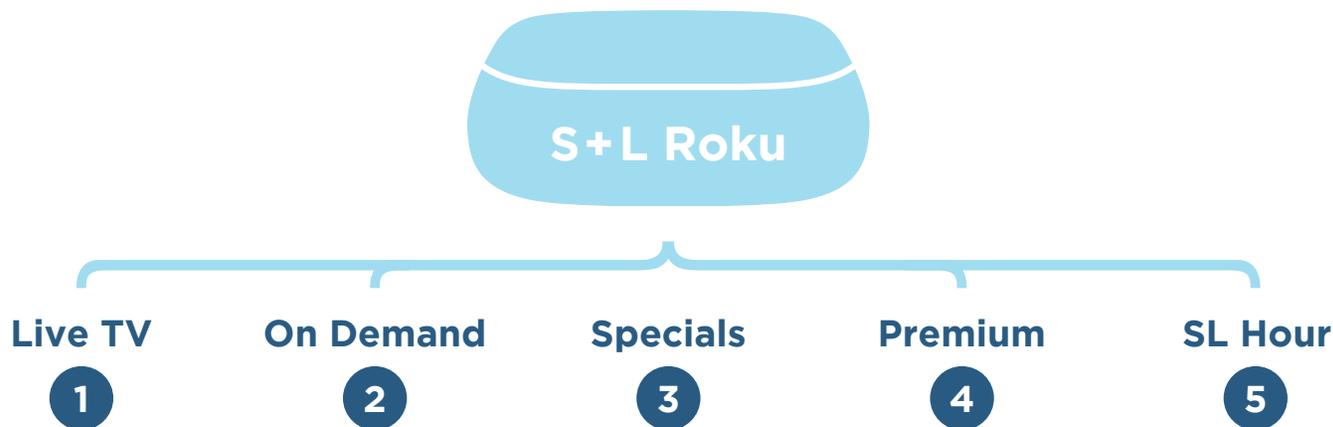
ROKU

Salt + Light is now on the streaming media player Roku. As one of the largest and most popular television streaming devices Roku gives Salt + Light a platform to reach over 8 million households, and the number continues to grow!

Streaming channels through devices like Roku has grown exponentially in the last few years, mainly due to variety and On Demand content. Salt + Light has taken advantage of these Roku features by offering not only a live stream of our television channel but also programs On Demand as well as special programming and live events.

Ad packages for Roku are sold on a monthly basis. One ad is played before each On Demand selection. There are never more than five ads in the pre-program rotation per month.

ROKU MONTHLY PACKAGE \$3500



Salt + Light's Roku channel content:

1. A live stream of Salt + Light Television (*Canada only*)
2. Programs include Witness, Catholic Focus, Perspectives, Connect 5 and much more
3. Live events and limited releases
4. Paid content—Movies and Documentaries
5. The SL Hour radio program

RADIO

SL Hour is available on our website and the Catholic Channel on SIRIUSXM Satellite Radio. It is also on 35 FM stations across the United States.

Every week, host Deacon Pedro broadcasts new insightful interviews, commentary, music and Catholic current events from Canada and around the world.

SL HOUR PACKAGES

The SL Hour 1 \$350

Mention top and bottom + 5 minute segment

The SL Hour 2 \$250

Mention top and bottom + 30/60 second spot

The SL Hour 3 \$200

Mention top and bottom

The SL Hour 4 \$150

30/60 second spot





Deacon Pedro Guevara Mann
Producer and radio personality



Rodney Leung
Producer (Chinese programming)

MAGAZINE

Salt + Light Magazine is produced semi-annually and distributed year-round. Content features informative, compelling and reflective topics of interest to Catholics and the community at large. Circulation consists of 90,000 copies—65,000 English and 25,000 French—distributed to donors, parishes, events, educational facilities and partners across Canada.

Salt + Light Magazine is also available in digital format online, providing added value to advertisers. Online editions include hyperlinked ads and content, linking digital readers to the webpage of your choice.

ADVERTISING

Unique advertising opportunities are available in the form of *content sponsorship* and *select exposure location*. These two options allow advertisers to either directly sponsor an article or place their ad next to an article of relevant subject matter. Please enquire for further information.

Noel Ocol
Director, Marketing and Communications
1 (888) 302-7181
nocol@saltandlighttv.org

ADVERTISING RATES

4-Color Rates	English & French	English	French
Outside back cover	\$5,175	\$3,852	\$2,587
Inside front cover	\$4,025	\$2,990	\$2,012
Inside back cover	\$4,025	\$2,990	\$2,012
Full page	\$3,220	\$2,472	\$1,610
1/2 page	\$2,012	\$1,437	\$920
1/3 page	\$1,150	\$862	\$575

PRINT ADVERTISEMENT SPECIFICATIONS

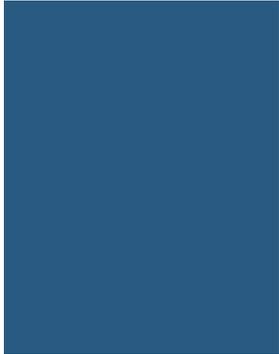
All artwork should use CMYK color, 300 dpi resolution at 100% actual size and be delivered in PDF, EPS or TIFF format.

For sizing details please see *page 15*.

For an additional charge Salt + Light can design your print ad for you. For more information please contact:

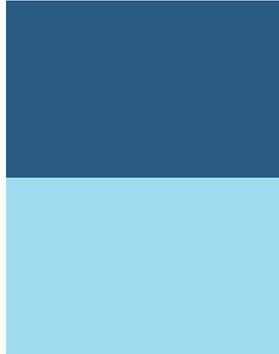
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MAGAZINE AD SIZES



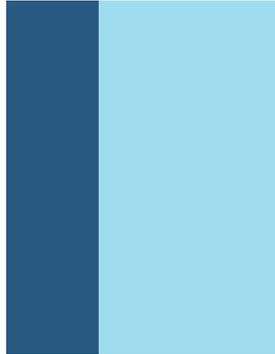
FULL PAGE
8.9" x 11.3" (inches)

Trim: 8.5" x 10.875"



HALF PAGE
8.9" x 5.85"

Trim: 8.5" x 5.45"



THIRD PAGE
3.2" x 11.3"

Trim: 2.8" x 10.875"

Ads MUST be submitted at the **bleed dimensions** shown above. *Trim dimensions* are shown for reference purposes only. At least 0.2" of bleed is added to all 4 sides of the trim size.

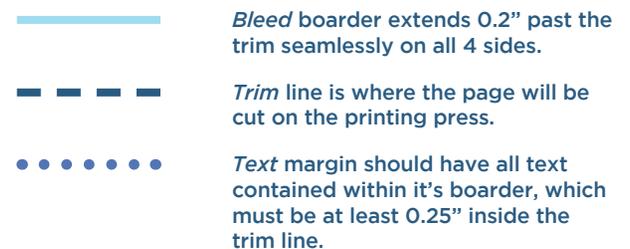
BLEED, TRIM AND TEXT MARGINS

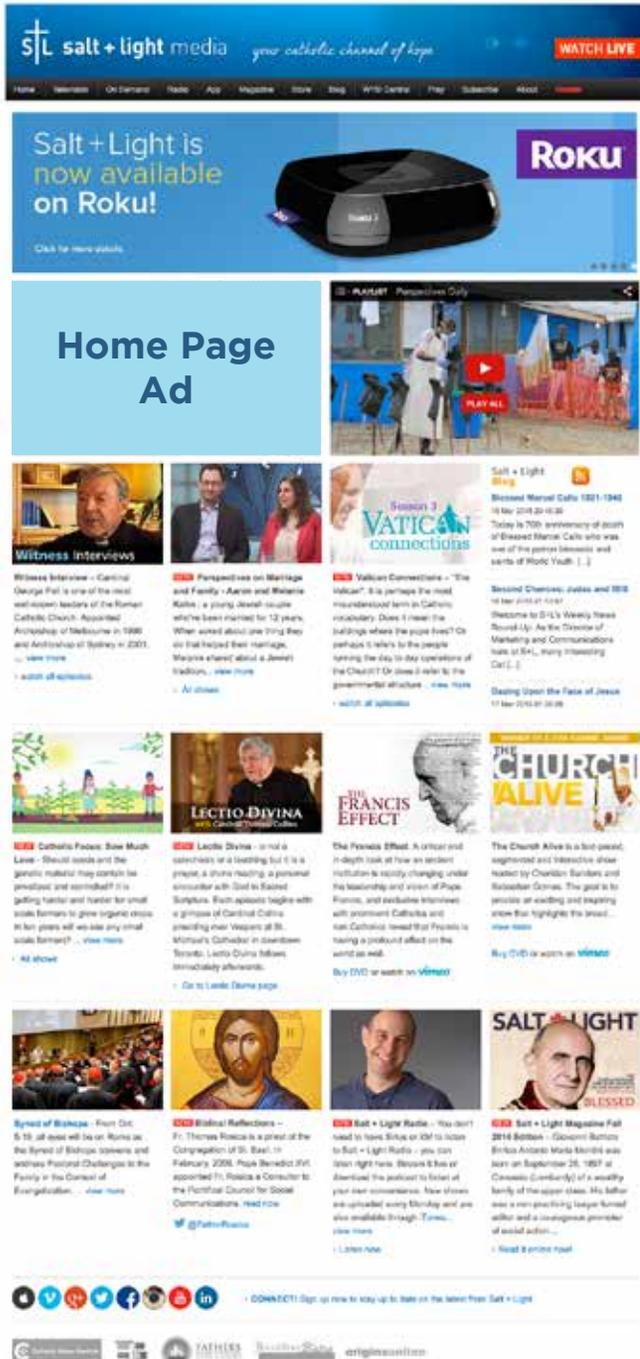
On the right is an example of a full page ad design (not actual size) that accommodates the *bleed*, *trim* and *text margins* accordingly.

Bleed - a 0.2 inch seamless extension of the artwork past the trim area on all 4 sides. Needed to compensate for paper shifts while printing.

Trim - actual (cropped) size of visible printed artwork on the magazine page i.e. the size of a magazine page in hand.

Text Margins - is a 0.25" (or more) safe zone for text inside the trim area. No text should extend past this margin.





WEBSITE

The Salt + Light website (www.saltandlighttv.org) attracts a large number of recurring visitors per month, especially due to our live stream page, blog and On Demand content.

The English website receives an average of approximately 95,000 visits per month, while the French website receives an average of approximately 40,000 visits per month.

A large number of visitors to our website come from our social media platforms (Twitter, Facebook and YouTube), whose demographics include:

Facebook - 56% women, 44% men

Twitter - 43% women, 57% men

Persons between the ages of 25-54 make up 64% of total visitors.

*Packages	English & French	English	French
Premium	\$1160	\$780	\$410
Standard	\$590	\$400	\$210

Due to frequent design updates please inquire about ad sizes. For an additional charge Salt + Light can design your ad for you.

* Package deals are sold on a per month basis.