

PDAC B-TV ICN EPISODE

TERRITORIAL FEATURED COMPANY SPONSORSHIP: \$8,500

BTV Base Cost: \$16,000 (ICN only special rate)



BTV INCLUSIONS:

- Inserted into the Invest Canada North Episode PRIME PDAC – March 5th & 6th, 2021
- Broadcast nationally on BNN Bloomberg TV / US-BIZ TV national/Thomson Reuters/YouTube + 12 Financials sites
- Feature Company Segments: Dedicated 2-4 Minutes
- 30 second edited promotional spot broadcast on BNN Bloomberg Monday – Friday, market hours, over 20x per week x 2 weeks (*leading up to PDAC 2021/segments airing*)
- Video news release sent on the wire to media and brokerage houses
- Branded to each region, and full marketing rights to videos for post-event use
- Posted to all ICN Social Media and Website, and interviews provided to each company for additional promotion

ICN PROMOTION BENEFITS:

- BTV Full Episode Featured on Invest Canada North homepage + social media channels and website
- Company episode featured in 2021 on NEW Invest Canada North website



[CLICK TO VIEW SAMPLE](#)

SPOTS AVAILABLE



YUKON X 1



NWT X 1



NUNAVUT X 1

PDAC – BNN GRAPHIC COMMERCIAL

SPONSOR SPOTLIGHT: \$1,500



BNN BLOOMBERG COMMERCIAL SPONSOR SPOTLIGHT 1ST AIRING

ICN PDAC SUMMIT - FEBRUARY 2021

- 20 airings/week + 20 airings off-peak as part of a 15 second ICN ad: Logo Recognition
- 4 Spots Available

BNN BLOOMBERG COMMERCIAL SPONSOR SPOTLIGHT 2ND AIRING

ICN PDAC SUMMIT - FEBRUARY 2021

- 20 airings/week + 20 airings off-peak as part of a 15 second ICN ad: Logo Recognition
- 4 Spots Available

BONUS:

ICN PROMOTION BENEFIT – POSTED TO ALL ICN MEDIA AND SOCIAL CHANNELS FOR ADDED EXPOSURE