

Hard Rock Medical

PREMIERES JUNE 9, 2013



makes you think

HARD ROCK MEDICAL CAST:

- Angela Asher
(as Nancy Siebolski)
- Danielle Bourgon
(as Dr. Louise Helvi)
- Rachelle Casseus
(as Farida Farhisa)
- Tamara Duarte
(as Gina Russo)
- Kyra Harper
(as Dr. Julie Cardinal)
- Christian Laurin
(as Dr. Raymond Dallaire)
- Patrick McKenna
(as Dr. Fraser Healy)
- Andrea Menard
(as Eva Malone)
- Stéphane Paquette
(as Charlie Riviere)
- Melissa Jane Shaw
(as Melanie Trusott)
- Mark Coles Smith
(as Gary Frazier)
- Jamie Spilchuk
(as Cameron Cahill)

HARD ROCK MEDICAL

Extracting buckshot from the back of a hunter's head in a mosquito-infested tent at the edge of a peat bog is not the best way to work off a hangover, nor is a four-hour snowmobile ride to a deserted cabin in the woods, where your patient is trying to ward you off with a bush axe. But that's the reality for the students of Hard Rock U, a medical school set deep in the heart of the Canadian Shield in Northern Ontario.

Life in this med school is anything but ordinary. Here, interns are exposed to everything: emergency C-sections, fractured bones and gunshot wounds, along with debilitating diseases like diabetes and cancer. Evolving the tradition of earlier medical series like *The Flying Doctors*, *Northern Exposure* and even

M.A.S.H., *Hard Rock Medical* is contemporary and heartfelt, with shifting undertones of wit and dark humour, while staying firmly fixed in reality.

Hard Rock Medical is TVO's first commissioned drama series and offers a bold new way for audiences to gain insight into the unique challenges of delivering healthcare in Northern Ontario.

A co-production with Title Entertainment, Distinct Features and Carte Blanche Films, *Hard Rock Medical* contributes to the more than \$25M in production budgets and more than 3000 film industry jobs that TVO triggers in Ontario's independent production sector each year.

Hard Rock Medical premieres on-air and at tvo.org on June 9, 2013.

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. Our vision is to empower people to be engaged citizens of Ontario through educational media.

For more information about sponsorship, media opportunities and audience information contact:

AMIT KUMARIA
Corporate Partnerships
416-484-2765
akumaria@tvo.org



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THE VALUE OF SPONSORSHIP:

Sponsorship with TVO not only puts your brand in front of a prime audience – it can effectively integrate with your organization's corporate social responsibility initiatives. It is a way to demonstrate your commitment to community, to civic engagement and to our future generations.

Through our online and on-air programming, TVO has a major impact in several key areas:

- Helping children learn and help parents support their children's learning;
- Providing a view of the global village that is rooted in the multi-culturalism of Ontario;
- Opening our audiences to new worlds of science and innovation, digital media and the environment;
- Illuminating critical societal issues, including safety, health and nutrition;
- Helping build engaged citizens and strong communities.

HARD ROCK MEDICAL SPONSORSHIP BRAND COMMERCIAL MESSAGE RATE 2013:

\$759 (GROSS)

COST OF TVO BRAND COMMERCIAL MESSAGE (30 SECONDS), MON-SUN 7-11 PM

\$5.72 CPM (GROSS)

BASED ON AVERAGE 18+ AUDIENCE, MON AND FRI 9 PM

132,500

18+ AA, MONDAY AND FRIDAY 9 PM*

BRAND COMMERCIAL MESSAGES

- May be 15 or 30 seconds in length and include audio and video with text;
- May identify business locations; contain telephone numbers; include products, brand names, service marks and logos; and show a product or service in use;
- May not include prices, calls to action, inducements to buy, comparative claims or endorsements;
- Will be packaged as opening and closing billboards to programs;
- Appear between programs. Programs are telecast without commercial breaks and no brand commercial messages will be shown during children's blocks;
- Are limited in total to two minutes per hour.

BRAND EXPOSURES & MESSAGING

ON CHANNEL

- Brand Commercial Messages
- 5 sec. Brand Exposures in program promotions

ADDED VALUE: TVO.ORG

- Big Box Ads
- Brand Exposures on program pages

*Source: BBM Canada, Ontario 18+, BY12-13

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