

DISCLAIMER: IF THERE ARE ANY UNCERTAINTIES REGARDING CONTENT TOTAL RUN TIMES OR SEGMENTS, OUR DEFAULT IS TO CONTACT Corus-MediaServices@corusent.com DIRECTLY, WHO WILL LIAISE WITH PROGRAMMING AND PROVIDE US WITH A DEFINITIVE ANSWER. TOTAL RUN TIMES & SEGMENTS ARE NEVER ETCHED IN STONE. THIS DOCUMENT IS FOR REFERENCE ONLY.



ENGLISH PROGRAM FORMATS

- * Content coming into the building anywhere from 44 minutes to 48 minutes can stay with the existing format if it has 4, 5 or 6 breaks.
- * Content coming into the building anywhere from 21 minutes to 23:30 minutes can stay with the existing format if it has 2, 3 or 4 breaks.
- * Commercial Blacks should be :10 seconds in length.

FOREIGN				CANADIAN			
1 Hour				1 Hour			
Content Length	Breaks	Segments	Break time	Content Length	Breaks	Segments	Break time
46:30:00	5	6	13:30	44:00:00	5	6	16:00
1/2 Hour				1/2 Hour			
Content Length	Breaks	Segments	Break time	Content Length	Breaks	Segments	Break time
22:30:00	3	4	7:30	22:00:00	3	4	8:00

Standardized Times	
45 Minute Format	
Target Time	Format
30:00 - 35:00	4 breaks 5 segments
Approximate Break Lengths: 3:30-4:00	
1 Hour Format	
Target Time	Format
44:00 - 46:00	5 breaks 6 segments
Approximate Break Lengths: 3:30-4:00	
75 Minute Format	
Target Time	Format
51:00-59:00	6 breaks 7 segments
Approximate Break Lengths: 3:30-4:00	
1.5 Hour Format	
Target Time	Format
66:00 - 73:30	6 breaks 7 segments
Approximate Break Lengths: 3:30-4:00	
2 Hour Format	
Target Time	Format
88:00 - 94:00	8 breaks 9 segments
Approximate Break Lengths: 3:30-4:00	
2.5 Hour Format	
Target Time	Format
100:00 - 117:30	10 breaks 11 segments
Approximate Break Lengths: 3:30-4:00	
3 Hour Format	
Target Time	Format
132:00 - 141:00	12 breaks 13 segments
Approximate Break Lengths: 3:30-4:00	
3.5 Hour Format	
Target Time	Format
154:00 - 164:30	14 breaks 15 segments
Approximate Break Lengths: 3:30-4:00	

SALES & MARKETING REQUIREMENTS PER HOUR:

Commercial:	12:00
CC/BB:	:34
Disclaimers: 5 sec	:30
Marketing: 1:30 min/3:00 max	2:00
Approximate Total Time Per Hour:	15:04

SALES & MARKETING REQUIREMENTS PER HALF HOUR:

Commercial:	6:00
CC/BB:	:17
Disclaimers: 5 sec	:20
Marketing: :30 min 2:00 max	1:00
Approximate Total Time Per Half Hour:	7:37