

PASQYRA SHQIPTARE TV - weekly - since August 2002

104 shows a year

Pasqyra Shqiptare (Albanian Reflections) is a weekly TV show designed to bring together all Albanian-Canadian groups and promote their cultural background. It has a local focus and reflects the issues, events and concerns of ethnic Albanians living in Ontario. It also includes TV reports on major cultural events happening in Albania and other Albanian territories.

When: every Saturday at 2 pm + every Thursday at 7:30 am (repeat show)

Channel: OMNI 1 TV

Coverage: all the province of Ontario, B.C. and Alberta on *Rogers Cable* + allover Canada with Bell TV

Audience (estimation): circa 33,000 ethnic Albanians of all origins: Albania, Kosovo, Macedonia, Montenegro, Greece and Italy.

Length of spot: 15 seconds

Prices include: cost of production and airing

6 weeks - total 12 spots:	\$ 700.00
12 weeks - total 24 spots:	\$ 1,200.00
26 weeks (6 months) - total 52 spots:	\$ 1,800.00
52 weeks (one year) - total 104 spots:	\$ 3,200.00

ALBANIAN WAVES TV - biweekly - since April 2008

78 shows a year

Albanian Waves is a bi-weekly TV show designed to promote Albanian celebrities in arts, music, sports and culture. Through TV portraits, interviews or short documentaries it brings a wave of information and entertainment to Albanians living in the GTA.

When: every two Saturdays at 11:30 am + the following Sunday (repeat) at 9 am + the following Thursday (repeat) at 6:30 pm

Channel: Rogers TV

Coverage: Greater Toronto Area on Rogers Cable

Audience (estimation): circa 27,000 ethnic Albanians of all origins: Albania, Kosovo, Macedonia, Montenegro, Greece and Italy.

Length of spot: 15 seconds

Prices include: cost of production and airing

13 weeks (6 months) - total 52 spots:	\$ 700.00
26 weeks (one year) - total 104 spots:	\$ 1,200.00

Radio e Diela - weekly - since March 2010

52 shows a year

Radio e Diela is a weekly radio show in Albanian language bringing information and entertainment to the Albanian-Canadian community living in Ontario. Its attractive format and musical content is designed to bring together various groups by focusing on the culture and language, two main pillars of the Albanian identity.

When: every Sunday at 5 pm

Channel: CHIN Radio International, AM 1540 and FM 91,9

Coverage: Southern Ontario (from Niagara to Port Hope including GTA)

Audience (estimation): circa 27,000 ethnic Albanians of all origins: Albania, Kosovo, Macedonia, Montenegro, Greece and Italy.

Length of spot: 30 seconds

Price per spot: \$25 for a minimum of 13 weeks (including cost of production)