

MINING INDUSTRY TV

On the Scene

Mining Industry TV focuses on the latest trends in mining through a newsmagazine format, 'digging up' the key developments that are vital to succeeding in this competitive industry.

Digging Deeper

Mining Industry TV works closely with industry professionals and qualified experts within the sector, to deliver accurate and in-depth storylines. The show covers everything from local and national companies to mining trends, exploration projects and the safety and environmental issues within Canada's mining sector.

Reaching your Niche

Through our television broadcast, you will be able to connect with your peers, mining related professionals, potential buyers and investors, as well as other motivators and innovators in the industry.

Teaming with Success

With a team of professionals behind every production, Chandran Media delivers timely and concise reports. Our motivated team of media specialists, award-winning writers, producers, editors and videographers, is experienced in creating valuable and effective concepts integral to your company's success.

Ramp-up with Mining Industry TV and reap the rewards.

Contact our sales team today or visit

www.miningindustrytv.com



STRENGTH IN ADVERTISING

Your Strongest Choice - TV

Television advertising offers tremendous reach, branching out to almost every home in North America. TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time. It reaches viewers when they're the most attentive. It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility. It gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers.

Decisions Based On:

Brand Image

Television and Web-based advertising provides a creative vehicle that sets you apart from your competition. Because of the sheer number of TV and Internet users, advertisers can leverage innovative, target-specific concepts to convey an effective client brand image to a broad audience.

Consumers Perception

Recent studies confirm the effectiveness of television and Web-based marketing. Through an effective mass-market advertising format, your company's brand awareness will increase, as will the reputation, value and demand of your products or services.

Cost

Advertisers have long thought of TV commercial production as cost prohibitive. Chandran Media's inventive and resourceful ideas are designed to fit within your budget. Your company's video profile will be embedded within our television programming, and copies can be made available for use at trade shows and in the boardroom.

Reach your Audience

We provide exceptional industry reach to potential customers and investors through corporate features and strategically placed sponsorship billboards. Let Chandran Media drive your message home using the only television show catering specifically to the industry.

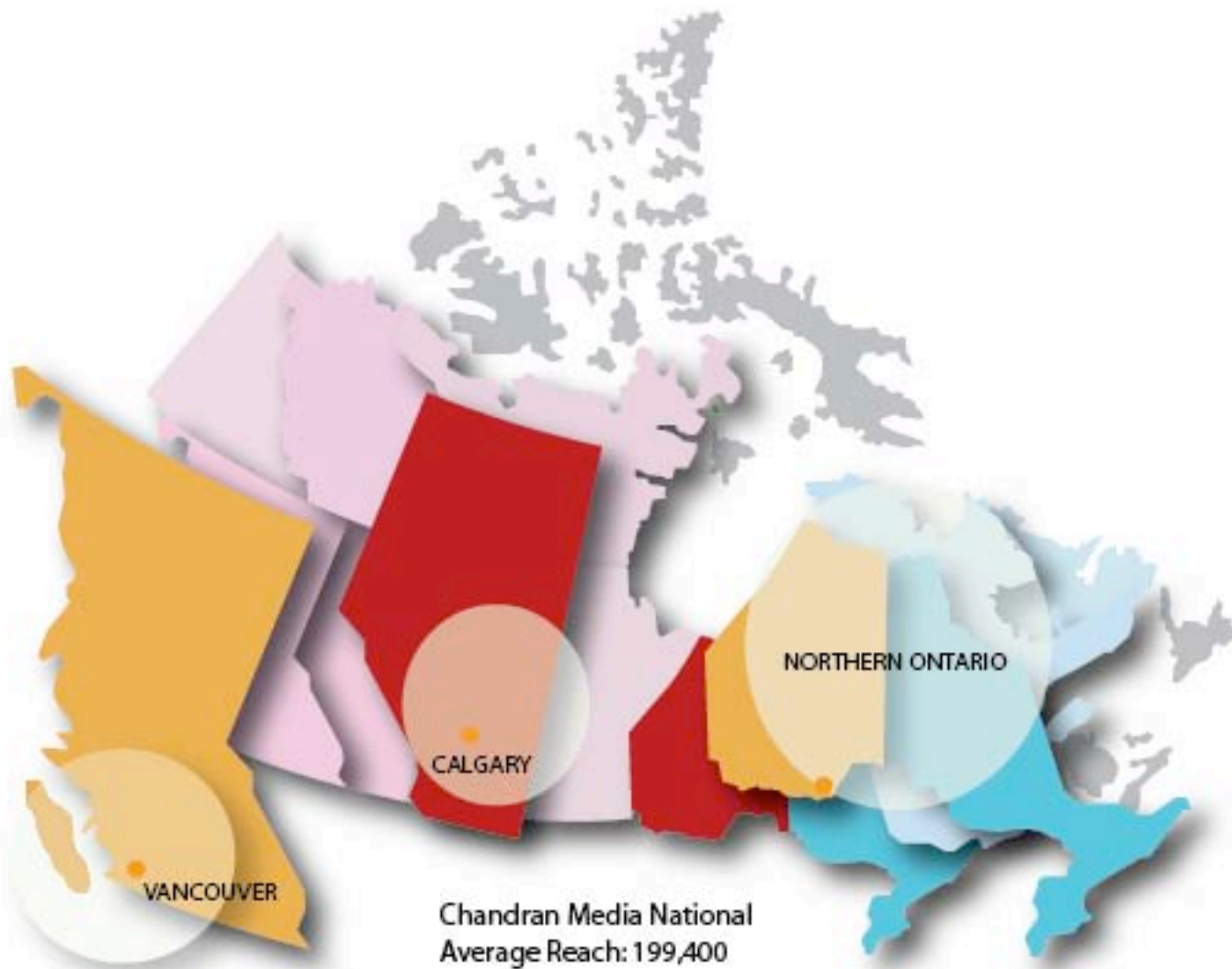


NATIONAL BROADCAST REACH

KEY DEMOGRAPHICS :

Mine owners and operators
Services sector participants
Mineral and metallurgy explorers and producers
Geologists and Engineers
Industry workers from all levels

Equipment manufacturers and suppliers
Community Brokers, Analysts and
Investors
Government and First Nations policy
regulators



Source: BBM Nielsen Media Research, Sep 07-March 2008



EXPLORATION PACKAGE

Exploration package

Includes:

1 x 5 min Corporate Features: airs on Global TV, CHEK, CHFD, (your segment will air once)

BILLBOARDS

6 x Segment Billboards

Ten second billboard advertisement where your company logo is full-screen, while a professional voiceover announcer promotes your company. Sample script: "Mining Industry TV is brought to you by Volant Products, makers of the Gatorback Casing Running Tool. Improves Safety. Increase Efficiency. Maximize your bottom line."

Segment Billboard :Runs directly before and after commercial

1 CEO show intros (Your company CEO will intro MITV at the top of the program)

Online searchable feature story for the duration of 8 weeks

3 x online skyscraper billboards

1 tradeshow DVD loop with company animated logo

1 DVD copy of all Corporate Features

(all DVD's are available in Blue Ray)

15 AVAILABLE PER SEASON

\$6,000



SILVER PACKAGE

Includes:

2 x 5 min Corporate Features: airs on Global TV, CHEK, CHFD, Energy TV and CEO TV: Ontario CIII, Edmonton CITV, Calgary CICT, Quebec CKMI, Regina CFRE and Maritimes CKND.

(where applicable on Energy TV and CEO TV, also your segments will air more than once)

BILLBOARDS

10 x Segment Billboards

Ten second billboard advertisement where your company logo is full-screen, while a professional voiceover announcer promotes your company. Sample script: "Mining Industry TV is brought to you by Valant Products, makers of the Gatorback Casing Running Tool. Improves Safety. Increases Efficiency. Maximizes your bottom line."

Segment Billboard: Runs directly before and after commercial

1 MITV live show at your mine site (Our Cameras will tape an entire episode at your mine site.)

1 CEO show intros (Your company CEO will intro MITV at the top of the program)

Online searchable feature story for the duration of 10 weeks

3 x online skyscraper billboards

1 tradeshow DVD loop with company animated logo

1 DVD copy of all Corporate Features

(all DVD's are available in Blue Ray)

4 AVAILABLE PER SEASON

\$25,000



BC Museum of Mining



Gold Package



Includes:

4 x 5 min Corporate Features: Global TV, Vancouver Island CHEK, Thunder Bay CHFD
Energy TV Real investments TV and CEO TV: Ontario CIII, Edmonton CITV, Calgary CICT,
Quebec CKMI, Regina CFRE and Maritimes CKND.

(where applicable on Energy TV and CEO TV, also your segments will air more than once)

BILLBOARDS

13 x Opening Billboards – sponsor exclusivity

13 x Closing Billboards – sponsor exclusivity

Ten second billboard advertisement where your company logo is full-screen, while a professional voiceover announcer promotes your company. Sample script: "Mining Industry TV is brought to you by Valant Products, makers of the Gatorback Casing Running Tool. Improves Safety. Increase Efficiency. Maximize your bottom line."

a) Opening and Closing: Opens or closes each program

b) Segment Billboard: Runs directly before and after commercial

c) Closed Captioning: This billboard runs mid way through the program prior to the commercial break.

Website traffic generated from television broadcasts on Global Television and City TV
Website analytics detailing unique visitors, repeat visitors, and visitor demographics
campaign tracking with custom reporting to measure conversion

Online searchable feature story for the duration of 12 weeks

6 x online skyscraper billboards

TV COMMERCIALS

Our talented Art Department is adept at story boarding creative concepts that sell. From the initial brainstorming session to final production. We provide professional production to put your vision on video.

1 Full Production 30 second TV commercial in HD.

-Your HD commercial can be played on any Network in the world.

1 x :30 second commercial per episode for a total of 12 commercials

5 x online skyscraper billboards

2 CEO show intros (Your company CEO will intro MITV at the top of the program)

1 MITV live show at your mine site (Our cameras will tape an entire episode at your mine site.)

1 High end tradeshow DVD loop with company animated logo

1 DVD copy of all Corporate Features

(all DVD's are available in Blue Ray)

2 AVAILABLE PER SEASON

\$50,000



EPISODE

Sample Run Down

OPEN BILL BOARD

goldcorp inc.

SEGMENT 1

Abacus

SEGMENT 1 BILL BOARD



COMMERCIAL 1

TELUS

COMMERCIAL 2

Canada

COMMERCIAL 3



COMMERCIAL 4



CLOSED BILL BOARD
CAPTIONING

goldcorp inc.

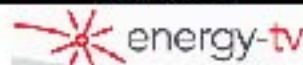
SEGMENT 2



SEGMENT 2 BILL BOARD



COMMERCIAL 5



COMMERCIAL 6



COMMERCIAL 7

COMMERCIAL 8

SEGMENT 3 BILL BOARD

teck.com/inca

SEGMENT 3



CLOSE BILL BOARD

goldcorp inc.

COMMERCIAL 9

COMMERCIAL 10

COMMERCIAL 11

COMMERCIAL 12