

				June				Commentary/ Notes	
				31	7	14	21		28
Daily Newspapers									
TORONTO STAR									
1 ad per week Mon-Fri	1/4 Page, B&W (5 3/16" W X 10 5/16" H) 4 ads @ \$9,141 Each	1,170,489	\$36,564	Friday June 11th	Tuesday June 15th	Thurs June 24th			
1 ad per week Saturdays	1/4 Page, B&W (5 3/16" W X 10 5/16" H) 2 ads @ \$11,352 Each	1,700,118	\$22,704		Sat June 19th	Fri June 25th Sat June 26th			
TORONTO SUN									
1 ad per week Mon-Fri	1/4 Page, B&W (400 lines) 5 ads @ \$1,778.20 Each	892,095	\$8,891	Friday June 11th	Monday June 14th	Tuesday June 22nd			
1 ad per week Saturdays	1/4 Page, B&W (400 lines) 2 ads @ \$1,326 Each	295,118	\$2,652		Wednesday June 16th Sat June 19th	Thurs June 24th Sat June 26th			
GLOBE & MAIL - Metro Toronto Edition									
1 ad per week Mon-Fri	1/4 Page, B&W (5 Cols X 150 agates =750 Lines) 6 ads @ \$7,481.70 Each	984,624	\$44,890	Friday June 11th	Thursday June 17th Friday June 18th	Monday June 21st Wednesday June 23rd Friday June 25th	Toronto Metro edition is distributed in Downtown core of Toronto. 164,000 copies per day in Toronto CMA		
Community Newspapers									
2 ads per week Thurs & Fri/Sun	1/4 Page, B&W (5 Cols X 88 agates = 440 Lines)	5 Papers on Thursday	\$15,912	Thursday June 10th	Thursday June 17th	Thursday June 24th	Thursdays Per ad 3 Ads Fridays Per ad 3 Ads		
	1/4 Page, B&W (5 Cols X 88 agates = 440 Lines)	3 Papers on Friday	\$9,032	Friday June 11th	Friday June 18th	Friday June 25th	Bloor West Villager \$800.36 \$2,401.08 Etobicoke Guardian \$800.36 \$2,401.08		
	1/4 Page, B&W (5 Cols X 88 agates = 440 Lines)	3 Papers on Weekend	\$14,900	Saturday June 12th/ Sunday June 13th	Saturday June 19th/ Sunday June 20th	Thursday June 24th	City Centre/Annex Guard \$1,144.44 \$3,433.32 North York Mirror \$1,144.44 \$3,433.32		
Lingua Ads	1/4 Page, B&W (6 Cols X 46 agates = 276 Lines)	North York Town Crier	\$721	Thursday June 10th			E.York Etc. S.Riverdale Mi \$1,065.90 \$3,197.70 Scarborough Mirror \$1,065.90 \$3,197.70		
Lingua Ads	1/4 Page, B&W (6 Cols X 46 agates = 276 Lines)	Mid Town Crier	\$721	Thursday June 10th			Parkdale Liberty Villager \$957.44 \$2,872.32 Total Fridays \$9,032.10		
Lingua Ads	1/4 Page, B&W (6 Cols X 46 agates = 276 Lines)	Beach Town Crier	\$721		Thursday June 17th		York Guardian \$1,335.84 \$4,007.52 Weekend Per ad 3 Ads		
Lingua Ads	1/4 Page, B&W (6 Cols X 46 agates = 276 Lines)	East York Town Crier	\$721		Thursday June 17th		Total Thursdays \$15,911.94 Markham Economist & Sun (Saturday) \$1,870.00 \$5,610.00		
Total Community Papers								The 3 weekend papers also have a Thursday issue which we use in the last week Vaughan Citizen (Sunday) \$1,054.68 \$3,164.04 Richmond Hill/ Thornhill Liberal (Sunday) \$2,042.04 \$6,126.12	
Commuter Newspapers									
MetroNews	1/4 Page, B&W 8 ads @ \$1,696	1,800,000	\$13,568	Thursday June 10th	Monday June 14th	Monday June 21st	Metro Newspaper - distributed at GO Stations Total Weekends \$14,900.16		
				Friday June 11th	Wednesday June 16th Friday June 18th	Tuesday June 22nd Friday June 25th			
T.O.Night Newspaper	1/4 Page, B&W (7.625" Wide X 3" High) 7 ads @ \$375 per ad = \$2,625	468,000	\$2,625	Friday June 11th	Tuesday June 15th	Wednesday June 23rd	52,000 copies distributed by hand by 'Newsies' to people as they enter selected TTC Subways in Toronto downtown core in the evening		
					Wednesday June 16th Thursday June 17th	Thursday June 24th Friday June 25th			
Entertainment Newspapers									
NOW Newspaper	1/4 Page, B & W 3 ads @ \$1,540	1,071,000	\$4,620	Thursday June 10th	Thursday June 17th	Thursday June 24th			
Eye Weekly	1/4 Page, B & W 3 ads @ \$ 852.38	1,800,000	\$2,557	Thursday June 10th	Thursday June 17th	Thursday June 24th			
Ethnic Newspapers									
Ming Pao - Chinese	1/4 page B&W ad - 2 ads @ \$470.90	138,000	\$942		Friday June 18th	Friday June 25th	Though Lingua Ads		
Sing Tao - Chinese	1/4 page B&W ad - 2 ads @ \$538.56	150,000	\$1,077		Thursday June 17th	Thursday June 24th	Though Lingua Ads		
Philippino- Balita (in English)	1/4 page B&W ad - 1 ad @ \$248.88	15,000	\$249		Wednesday June 16th	Wednesday June 23rd	Though Lingua Ads		
Thammi Sentimenthanai	1/4 page B&W ad - 2 ads @ \$311.75	30,000	\$624		Friday June 18th	Friday June 25th	Though Lingua Ads		
Corriere Canadese (Italian)	1/4 page B&W ad - 2 ads @ \$1,147.50	30,000	\$2,295		Friday June 18th	Friday June 25th	Though Lingua Ads		
Correo Canadiense (Spanish)	1/4 page B&W ad - 2 ads @ \$969	30,000	\$1,938		Wednesday June 16th	Wednesday June 23rd	Though Lingua Ads		
Nove lhas (Portuguese)	1/4 page B&W ad - 2 ads @ \$969	30,000	\$1,938		Tuesday June 15th	Tuesday June 22nd	Though Lingua Ads		
Urdu Sunday Times	1/4 page B&W ad - 2 ads @ \$1,096.98	30,000	\$2,194		Thursday June 17th	Thursday June 24th	Though Lingua Ads		
Gujart Express	1/4 page B&W ad - 2 ads @ \$289.68	30,000	\$579		Friday June 18th	Friday June 25th	Though Lingua Ads		
Punjabi Post	1/4 page B&W ad - 2 ads @ \$612	30,000	\$1,224		Friday June 18th	Friday June 25th	Though Lingua Ads		
Russian Express	1/4 page B&W ad - 2 ads @ \$234.18	30,000	\$468		Friday June 18th	Friday June 25th	Though Lingua Ads		
Le Metropolitan (French)	1/4 page B&W ad - 2 ads @ \$552.50	30,000	\$1,105		Wednesday June 16th	Wednesday June 23rd	Though Lingua Ads		
Toronto L'Express (French)	1/4 page B&W ad - 1 ads @ \$2,420.80	6,000	\$2,421		Tuesday June 15th	Wednesday June 23rd	Though Lingua Ads		
Total Ethnic			\$17,054						
Total All Newspapers									
			\$198,853						

Media/Supplier	Unit(s)	Estimated Impressions	Media Cost	June					Commentary/ Notes	
				31	7	14	21	28		
Union Station		PACKAGE	\$29,285							
GO STATION	39: 4' X 6' Transit Shelter faces	5,732,000	\$0							
39 FACES	Backlit signs appearing in ALL 39 GO Transit Train Stations (Union-2 Faces)									Hamilton, Aldershot, Burlington, Appleby, Bronte, Oakville, Clarkson, Port Credit, Erinsdale, Cooksville, Brampton, Bramalea, Streetsville, Dixie, Long Branch, Mimico, Milton, Kipling, Meadowvale, Yorkdale, York Region, Richmond Hill, Old Cummer, Oriole, Unionville, Aurora, Newmarket, Maple, Union, Scarborough Town Center, Scarborough, Eglinton, Guildwood, Rouge Hill, Pickering, Ajax, Whitby, Oshawa
UNION STATION	6: 4' X 6' Transit Shelter faces	2,850,000	\$0							
8 FACES	Extra No Charge Bonus in UNION STATION									
CITYLITES	Transit Shelter Size (4' X 6')	8,929,500	\$0							
15 FACES	Backlit signs appearing in 15 High Pedestrian Passageways	THE PATH								Belair Centre, Empress Walk, St Clair Station, Cumberland Terrace, Xerox Tower, College Park, TD Centre, Brookfield Place, Scotia Plaza, Commerce Court, RBC Plaza to Brookfield Place, Stock Exchange Tower, Richmond Adelaide Center, Sun Life Center, St Andrews Stn
TRANSIT SHELTERS	Transit Shelter Size (4' X 6') in 20 additional locations as available	3,000,000	\$0							
20 FACES										
UNION STATION DIGITAL TV MONITORS	2-10 SECOND SPOTS ON TV MONITORS	2,850,000	\$0							
										This is a 10 second spot in a 2 minute loop. This can be a visual or logo /still picture with Moving text. Or an adaptadtion of the Digital Outdoor Board spot
Outdoor										
GO Train	495 Cards (This is 100% Showing of One Card for every Car in entire GO Train Fleet)	1,961,538	\$13,255							
IN CAR CARDS 20" X 28"	Mounted on Frames inside Doors and or on Bulkhead walls in Train Cars	100% Showing of One Card per train in GO Fleet								This is same orientation as TSA's but smaller version.
ASTRAL MEDIA										
TRANSIT SHELTERS	396 Transit Shelter Size (4' X 6') Faces	86,432,000	\$105,350							
396 Faces										This is a whopping 132 GRP's, and it's a negotiated 50% Savings versus rate card. It is on hold until Monday May 31st.
Pattison Outdoor										78.5% Reach @ 24.9X Frequency.
CORE MEDIA POSTERS	Transit Shelter Size posters mounted on Free Standing Posters in DOWNTOWN CORE Locations	20,860	\$20,000							
100 FACES										
Digital Outdoor										
OBN	Two (2) - 15 second spots to run on seven (7) Outdoor Digital Signs in Toronto	9,372,900	\$71,348							
										Seven (7) signs to deliver 3,124,300 impressions per week, using 62,790 spots per week. Spots run once per minute, or twice during loop length. (It will run once every two minutes at Dundas Square screen)
CBS Outdoor										
EXTERIOR BUS CARDS	Six Hundred Buses (35% of TTC Fleet) will carry G20 Summit signs for 2 weeks		\$73,500							
600 FACES										This is a special deal, but inventory is evaporating quickly. Decision required ASAP.

RADIO		See attached Schedule		June					
				31	7	14	21	28	
Eleven Stations	CFRB 1010, CHBM (BOOM 97.3), CJCL-The Fan 590	\$213,107	698	633	763			<p>Multiple Stations and formats delivering 250+ GRP's per week to Adults 18+ (3 week total of 807 GRP's).</p> <p>Market Cost Per Point of \$264.07</p>	
30 Second Spots	CKFM (Virgin 99.9), CJRT-Jazz FM 91.1, CFTR 680 News		Spots per week	Spots per week	Spots per week				
Average 250+ GRP's per week	CFMZ-(Classical 96.3), CHUM 104.5, CHFI 98.1 CP24 Radio (was 1050am), CKIS 92.5-KISS								
KEYWord Search	Search Engine marketing -keywords/sponsored links at \$5,000/ week for 3 weeks	\$15,000	Agency to negotiate Keyword Search/sponsored link campaign						
On-Line	Big Boxes on multiple sites targeting GTA	3,000,000 \$60,000	Projecting 3 million Impressions (1 million per week) during flight . These will be geo-targeted to 416 and 905 area codes.					<p>Sites may include: Globeandmail.com, NationalPost.com, Now.com, Metronews.ca, Olive Network(Toronto.com, Eyeweekly.com, Torontostar.ca), MSN.ca, Sympatico.ca, Yahoo.ca. Additionally, the websites that are sisters to the radio stations.</p>	
Media Allocation									
	Media Spend	\$799,698							
	Budget	\$800,000							
	Balance	\$302							
			Media	Spend	% of Budget	% of Newspaper Spend			
			Newspaper	\$198,853	24.9%	100.0%			
			Dailies	\$104,158	13.0%	52.4%			
			Community Papers	\$42,728	5.3%	21.5%			
			Commuter Newspapers	\$16,193	2.0%	8.1%			
			Entertainment Newspapers	\$7,177	0.9%	3.6%			
			Ethnic Newspapers	\$17,054	2.1%	8.6%			
				Spend	% of Budget	% of Out of Home Spend			
			Out of Home (All)	\$312,738	39.1%	100%			
			Transit Shelters	\$167,890	21.0%	53.7%			
			Digital Out of Home	\$71,348	8.9%	22.8%			
			Exterior Bus Cards	\$73,500	9.2%	23.5%			
			Radio	\$213,107	26.6%	100% of Radio			
			Keyword Search	\$15,000	1.9%	.00% of Search engine			
			On-Line	\$60,000	7.5%	100% of OnLine			
			Balance	\$302	0.0%				
			Total	\$800,000	100%				