

## TABIA City-wide Promotion

<b>STANDARD NEWSPAPER PACKAGE</b> (Tabloid size)		<b>Event Poster</b>	<b>Community Paper Event Guide</b>
<b>4 Page Paper</b>			
10,000 copies	\$ 1,800	150	Yes
15,000 copies	\$ 2,100	150	Yes
20,000 copies	\$ 2,300	150	Yes
<b>8 Page Paper</b> (net 2 pages of advertising must be sold)			
10,000 copies	\$ 2,200	200	Yes
15,000 copies	\$ 2,600	200	Yes
20,000 copies	\$ 2,900	200	Yes
<b>12 Page Paper</b> (net 4 pages of advertising must be sold)			
10,000 copies	\$ 3,300	250	Yes
15,000 copies	\$ 3,550	250	Yes
20,000 copies	\$ 3,750	250	Yes
<b>Additional Costs:</b>			
<b>Delivery:</b> \$ 40.00 per Thousand			
* Additional papers available in 5,000 increments – ask for pricing			
<b>RADIO PACKAGES</b>	<b>Add Radio to Standard package</b>	<b>Radio only package</b>	
<b>97.3 E-Z Rock</b>	\$ 1,700	\$ 2,100	
22 x 30 second commercials modified to your event			
Listing of event on E-Z Rock.com & in EZ Rock Newsletter			
Community Event Cruiser (if available) (\$250 Value) Nil			
Includes live cut-ins, giveaways and sampling at your event (based on availability) @ no charge			
<b>CFRB AM 1010</b>	\$ 1,450	\$ 1,700	
25 x 30 second commercials modified to your event			
<b>Classical 96.3 FM</b>	\$ 1,450	\$ 1,650	
28 x 30 second commercials modified to your event – plus 1 week of Morning Trivia			
<b>Public Television (WNED – Buffalo)</b>			
Market penetration on both sides of the border, reaching over 1 Million Households weekly.			
PRIME TIME PLACING, 6 – 30second Ads/10 – 15 second Ads or any combination \$ 2,500			
CREATIVE – From your stills – included, ½ page AD in Member’s “On The Horizon” Publication.			
<b>TTC Subway Car and Station Posters</b>			
100- 20 x 28 full colour posters mounted in subway stations and cars for 4 weeks prior to the event.			
Poster Posting \$1400.00		Poster Production \$1400.00	
\$28.00 for delivery of posters for posting + applicable taxes.			
(20 posters to be located in station near your BIA, 80 will be on trains throughout the system) \$ 3,081			

PLEASE CHECK WITH TABIA FOR FINAL PRICES