

Attachment 1 FINAL Advertising Plan Blocking Chart



Calendar Year 2009	JANUA					RCH		AP			MA				JUN				JU				AUG					EPT				OBER				VEMB		\equiv		DECE				GRP
Calendar Fear 2009	5 12	9 26	2 9	16 23	2	9 1	23 3	0 6	13 2	27	4	11 1	8 25	5 1	8	15	22	29	6	13	20	27	3 10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23 :	30	7	14	4 2	8 Wk/I	ns s
Major Events																																												
					l ⊾	March	Break																	35th A	nnivers	say							Boo	at The	Zoo	ļ						New Yea	ar's Eve	
																			Shar	ks at S	Stingra	y Bay	(ope	ning M	lay 15)													Ш						
	+		44						_			_										_	_	_						Tur	ndra Tre	k (oper	ning Aug	just 1)	_			—	_	_		_		
TELEVISION :30-sec																																												4
CTV Promotion												_			_	_	-								\perp													++			Co	st includ	ne \$16.5	
Promotional TV										12	12	12 1	2 21	2	5 14	14	14	30	28	14	14	25 2	28 14	14	14	19	19	12	12	12	12	12	12	12	12	12	12	12	12	12	12	for Proc	duction	523
																ļ					-																						Pron	
Brandsell TV															- 1	CTV	66	-		67	- 1	65	66		64																			390
														O	ther St	ations	80	68		54		45	55	5	57																			<u>359</u>
TOTAL															т	OTAL	160	160	28	135	14	135	28 13	5 14	135																		10	944
																1																							ļ			- 1		
RADIO:30-sec																					L																		т	otal Pro	omotion a	ınd Bran	dsell	1,272
Toronto (GTA)																	125	125	125			70	40 40)	50	50	50																9	975
																						30 (60 60)	50	50	50																	
RADIO PROMOTIONS																	Jun	e 22 - Ji	ıly 12		,	July 27	- Aug 1	Б	Aug 2	4 - Sept	13																	
																					ŀ	Tundra	Trek b	egins S	at. Augi	ust 1																		
EZ Rock / CHFI																																												
NEWSPAPER																																												
CULTURAL - Summer Fun Family Guid	e																																											
•																																												
1 Full Page 4/C - 12 Publications																		<u> </u>	Ш																								12	
Italian, Spanish, Portuguese, Chinese, Korean, Gujarati, Punjabi, Philippino,																	I	ssued w	o May 2	5 and J	une 1																						12	
Tamil, Russian																																												
TORONTO STAR							4					Th T															L																	
1/4 Page Vertical 4/C - Living section						Sat Th						u 2	:1			t Thu 18		Sat 4			Sat 25	Sat 1	hu Sa			Thu 3		Sat 19			Thu 8	Sat 17	Sat 24	Thu 2	9				Sa	at 12	Sa	it 26	21	
												Sat S. 16 2	at									S	Sat			Sat 5																		
											lŀ	10 2										F	•							Sat 3	1			Sat 31										
Animal Naming - 1/4 page 4/C																		L	لبا					1_	\perp									sat 3	•								2	
Online Promotional Space																R	US - L	eader B					Co	ntest Ti	30			ROS - L	eader Bo	ard														
(leaderboard) 250.0 impressions														- 1			L.	\$884	ı ۸ - ا		l l			120.55		23.50											6457				e 100			
(newspaper banners) 11 insertions												No	Charge		_	471.25 Sat		Charge	Sat	No Ch	arge		,	130.50 Sat			Sat	5.75									\$400.	JUU			\$400.00			
Remnant Space - 1/4 page 4/C - Living														Th	n 4	20	25		11	18				22	29		12										Sat 21	4		S	at 19			
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