



FINAL Advertising Plan Blocking Chart



Calendar Year 2008	JANUARY					FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY					AUGUST					SEPT					OCTOBER					NOVEMBER					DECEMBER					# of Wk/Ins	Total GRP
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	2	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	21	28										
ONLINE																																																														
CTV Promotion																																																														
CTV.ca - Contest - Big Box & Button																																																														
CTV.ca - Talk Back Toronto Sponsorship																																																														
Toronto Star - Added Value																																																														
Contest																																																														
thestar.com/events																																																														
Sharks at Stingray Bay and Tundra Trek																																																														
MAGAZINE																																																														
Do It! Magazine																																																														
OBC																																																														
Toronto Life																																																														
Full Page 4/C																																																														
Today's Parent (Toronto)																																																														
Page 4/C - OBC																																																														
WHERE Toronto Magazine																																																														
1/2 page 4/C April and Sept, 2 Consecutive																																																														
1/2 Pages 4/C May to Aug & 2/3 Page N/C October																																																														
Attractions Ontario/Tourism Toronto																																																														
Visitor Guide/Magazine																																																														
Tourism Toronto Visitor Guide 1/3 Page & Attractions Ontario Full Page 4/C : All full year distribution																																																														
Rack Cards																																																														
Spring / Summer & Fall / Winter																																																														
Downtown Flags (60)																																																														
Radio - Delta Toronto East																																																														
Canadian Markets																																																														
U.S. Markets																																																														

