

To: Board of Management

From: Shanna E. Young  
Executive Director  
Marketing & Communications

Subject: **2010 ETHNIC NEWSPAPER ADVERTISING CAMPAIGN**

Date: 2010-07-19

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**Summary:**

Each year the Zoo advertises in several bi-weekly cultural newspapers to reach new families in these communities and encourage visits to the Zoo during the summer months. In 2010, the plan has full-colour, quarter-page ads, in the language of the paper, featuring the Sharks at Stingray Bay exhibit and a \$5 off admission coupon in ten (10) publications.

**Recommendation:**

**It is recommended that this report be received for information.**

**Background:**

The Zoo's paid advertising plan each year covers several media outlets to build awareness about the Zoo and encourage visitation. Media includes TV, radio, newspaper, magazine, outdoor, online (web) and tourism industry supported advertising channels. The plan is comprehensive and covers mainstream, specialty and ethnic media. Over and above paid advertising, the Zoo leverages these media relationships to obtain substantial promotional advertising support and editorial/feature stories to further extend our advertising reach and frequency of advertising throughout the full year. This approach has resulted in several of the highest attendance years in the Zoo's 36 year history.

**Comments/Discussion:**

In 2010, the ethnic newspaper advertising plan scheduled thirteen (13) insertions in ten (10) publications reflecting the largest cultural groups in the GTA. Each ad is translated, a quarter page size and full-colour. It includes a \$5 off admission discount for up to four (4) guests upon presentation of the coupon.

The list of newspapers, the insertion date and circulation numbers is outlined in the chart that follows.

<b>Guest Services POS Number</b>	<b>Language</b>	<b>Publishing Date</b>	<b># of Ins</b>	<b>Insertion Dates</b>	<b>Circulation</b>
2010-08:MING PAO	Chinese-Cantonese	Daily	1	Thursday, July 22nd	92,000
2010-19:MING PAO	Chinese-Cantonese	Daily	1	Friday, July 30th	92,000
2010-09:SING TAO	Chinese-Cantonese	Daily	1	Friday, July 23rd	90,000
2010-20:SING TAO	Chinese-Cantonese	Daily	1	Friday, July 30th	90,000
2010-10:CHINESE NEWS	Chinese-Mandarin	Friday and Saturday	1	Saturday, July 24th	
2010-11:CORRIERE CAN	Italian	Mon-Sat	1	Thursday, July 22nd	28,360
2010-12:AJIT WEEKLY	Punjabi	Wednesday	1	Wednesday, July 21st	40,000
2010-18:AJIT WEEKLY	Punjabi	Wednesday	1	Wednesday, July 28th	40,000
2010-13:SOUTH ASIAN	English (Punjabi Market)	Friday	1	Friday, July 23rd	29,660
2010-14:EL EXPRESSO	Spanish	Friday	1	Friday, July 23rd	25,000
2010-15:NOVE ILHAS	Portuguese	Tuesday	1	Tuesday, July 20th	18,000
2010-16:KOREAN TIMES	Korean	Mon-Sat	1	Thursday, July 22nd	14,500
2010-17:KOREAN CNTRL	Korean	Mon-Fri	1	Friday, July 23rd	10,500

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Executive Director

2010 Ethnic Newspaper Advertising Campaign

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