



news
canada

online | on-air | in print

GET ONLINE, ON-AIR AND IN PRINT WITH NEWS CANADA

For over 25 years, News Canada has been providing strategic, unique and cost-effective connection to the media. News Canada's reputable experience and long-standing relations with the Canadian media ensures you will receive unparalleled media coverage. We guarantee our online, on-air and in print turnkey services will reach millions of Canadian consumers, helping you educate, create awareness and drive your business forward.

WHAT DO WE DO?

PROVIDE YOU WITH EARNED MEDIA COVERAGE

- Develop your content into media-ready formats
- Promote and distribute your content to the media
- Monitor and report your results with proof of performance

“News Canada serves your PR needs by distributing your message to the media with guaranteed results”



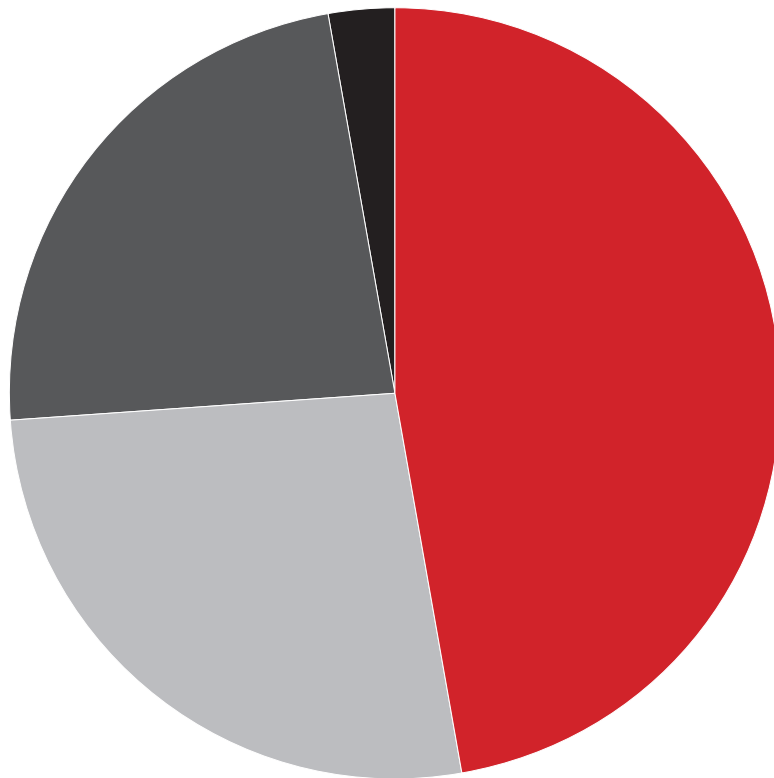
online

Canadians spend more time online, view more pages, and watch more online videos than any other country in the world (comScore, December 2008). Canadians are researchers. From seeking advice on health to comparison shopping, the internet is the first choice in accessing information.

The Internet offers the strengths of all media formats (text, audio, video) and is available on-demand 24/7.

INTERNET PROVIDERS RELY ON NEWS CANADA

Websites are always in need of fresh material to continuously attract new audiences and maintain high traffic. They rely on News Canada's fully produced, engaging, ready-to-use video content to fulfill this need. As a result, our online videos receive earned editorial spots on Canada's most popular portals and websites such as Msn.ca and Yahoo.ca.



WHAT ARE CONSUMERS LOOKING FOR?

Consumers are looking for tips and information from industry experts, journalists, other consumers and celebrities. You, or your client, are the industry experts they are looking for. *We can help you reach them online.*

- 4% Celebrity Endorsement
- 35% Customer Testimonial
- 40% Journalist
- 71% Industry Expert

Source: Leger Marketing APEX PR Influencer Report, 2007

NEWS CANADA'S ONLINE VIDEO SERVICE DELIVERS:

- Production includes: professional concept development, script writing and access to skilled editing crews to transform your embedded message into persuasive and engaging online videos.
- Promotion and distribution to Canada's most popular Internet providers via our media relations network.
- Comprehensive monitoring and reporting of each website that has featured your video.
- National coverage in both official languages.
- Guaranteed results reaching millions through mass and targeted websites.

ADDED BENEFITS OF ONLINE VIDEOS:

- Your information is available on-demand
- Long shelf life
- Emotionally engaging messaging due to strong audio and visual cues
- Consumers only select content that appeals to their interests, since it's receiver-driven, the consumer is 100% interested in your information and you control the message.

WHAT KINDS OF VIDEOS ARE MOST EFFECTIVE?

The how-to video

Creates an opportunity to educate consumers on a topic using your organization or client's expertise. Example: "How to make crispy oven baked chicken fingers" or "How to install attic insulation".

The webisode

This video is like a mini television show featuring your client or organization.

Traditional VNR

These videos have a news-like approach.

HOW DO SURFERS FIND YOUR VIDEO?

Through featured editorial and search engines on Canada's most popular portals and websites.

"...our online videos receive earned editorial spots on Canada's most popular websites such as MSN, Yahoo and Rogers."





on-air

Getting favourable airtime during a television or radio broadcast is considered one of the most important marketing influences for an organization. Information about products and services delivered during news broadcasts lends credibility to your message and can significantly influence consumers' purchasing decisions.

BROADCASTERS RELY ON NEWS CANADA

Broadcasters are always looking for topical news content that will be of interest to their audiences. News Canada's on-air service provides broadcasters with the segments they need in the format they need it.

To keep viewers and listeners engaged, broadcasters rely on News Canada to provide them with a variety of content throughout a day's newscasts.

“...information about products and services delivered during a news broadcast lends credibility to your message...”

NEWS CANADA'S ON-AIR SERVICES DELIVERS

- Access to 350 television and over 600 radio broadcasters
- Production includes: professional concept development, script writing and access to skilled editing crews to transform your embedded message into persuasive and ready-to-air news segments for television and radio
- Promotion and distribution to broadcasters through our reliable, and well-established media relations network
- Comprehensive monitoring and reporting of each station that has aired your segment
- National or regional coverage, in both official languages
- Guaranteed results

WHAT TYPE OF INITIATIVES WORK BEST FOR TELEVISION?

Keep in mind it is the news. A strong news angle is crucial to getting your segment on-air. Some questions you may want to ask yourself or your client are:

- Is it educational or does it promote awareness? (i.e. disease prevention etc.)
- Is it ground breaking? (i.e. new technology, new study etc.)
- What is the anecdotal or quirky hook? (i.e. Hot Food for a Good Mood; Snoring Spouse = 687 Hours Less Sleep / Yr.)
- Are there survey results available, that a large number of the population could relate to, that would enhance your message? (i.e. sleep issues, dietary issues etc.)

WHAT WORKS BEST FOR RADIO?

Key elements to achieving success with radio is having information that can turn into successful sound bytes such as:

- statistics
- timely information on current trends
- quirky information
- a quote from a spokesperson
- a website or contact number is also recommended

in print



THE VOICE OF THE COMMUNITY

Newspapers offer the broadest and most diverse types of news content and historically, have attracted the largest audiences. Now with the introduction of media websites, the combined audiences are reaching more readers than ever.

News Canada's print service delivers articles with your embedded message to the print and web media. Educate and influence millions of consumers each month through a print campaign.

EDITORS RELY ON NEWS CANADA

Each month, editors and web content managers supplement their pages with news and lifestyle content from News Canada. They access the articles from our publications, searchable CD-ROM and the News Canada website.

NEWS CANADA'S PRINT AND WEB SERVICE DELIVERS:

- Access to over 2,000 print and 2,200 web editors
- Promotion and distribution of your articles to Canadian editors through our well established media relations network
- Writing and translation services if needed
- Monitoring and reporting with actual clips of coverage and audience measurement from MRP audited data
- Guaranteed results

QUICK TIPS FOR MAT STORIES

Give editors variety – vary the length and focus of your stories, be sure to include at least one bulleted "Tips" article when possible.

Photographs – it's always a good idea to include an image with your story, keep in mind, editors are not likely to use product shots. A lifestyle shot of someone using or enjoying your product or services is recommended.

Limit Branding – Keep branding to a minimum and sponsor mentions should be subtle (please see the following pages for more information and writing guidelines).

“...every year over two billion audience impressions are generated through the news canada in print service.”

BUNDLE YOUR SERVICES FOR MAXIMUM COVERAGE

Combine the benefits of all styles of communication to effectively get your embedded messages out to the consumer.

Example: You have a great new food product you're about to launch. We create the "How to video/cooking" video on your product and send it out to the media with accompanying articles and recipes. Just like that, you're online and in print!

our guarantee

CANADIAN PRESS FORMAT AND STYLE GUIDELINES TO ACTIVATE OUR GUARANTEE

Most editors, reporters and newspaper writers are guided by official and specific composition rules set out by the Canadian Press (CP) news agency.

WE GUARANTEE PUBLICATION OF YOUR ARTICLES

News Canada guarantees up to a million and more readers per campaign. To ensure your success and to validate the News Canada guarantee, we request adherence to the newsroom tips below. Editors reject (matte) news stories for a variety of reasons, but these are the main three:

1. **Weak Headlines,**
2. **Promotional endings**
3. **Too long, with too much branding.**

With over 25 years experience, we at News Canada want to help you get the best coverage possible with these writing tips.

headlines

- Keep your headlines *short, less than 8 words* are ideal.
- Be sure your headline can *stand alone*. Will the headline make sense on its own? When an editor chooses to place your article in any section of his/her newspaper, will the headline instantly convey the subject being discussed?
- Do not use the *brand name or company name* in a headline.

TIP #1: A headline is a one-liner, with one clear thought.

Weak: Cops on motorcycles offer lessons for all bikers.

Strong: Motorcycle cops offer lessons for all bikers.

TIP #2: Give headlines and Active voice, not passive.

Weak: Getting ready for spring cleaning

Strong: Get ready for spring cleaning

TIP #3: A newspaper headline is stronger if it contains a verb.

Weak: Festive holiday fare

Strong: Entertain with festive holiday fare.

BIG TIP: Use "Festive Holiday Fare" as a header (a column name) and then add the primary headline of your article.

For example:

Festive holiday fare

Dessert recipes will put a twinkle in their eye

endings

The last couple of lines of your article can make-or-break-it with editors. The most effective news messages *can be ruined* if the "For more information" line turns a great article into an advertisement. The best news articles have *no summary* at all.

TIP #1: If you do wait until the end of the article to give resource information, keep it light (resist mentioning the brand name again) be brief, with no urgency or call to action.

Weak: For more information on the features and benefits of "brand X", please visit www.brandX.com, or call today on our toll free line: 1-800-BRANDX.

Strong: More information is available online at www.brandx.com, or toll-free 1-800-465-9987.

TIP #2: The most effective articles don't wait until the end to give this information. The URL or phone numbers are inserted beside one of the company mentions within the body of the copy.

length and style

Vary the length of the articles on your page. Be sure to have some Quick Tips (100 words), plus some articles at 200-250 words, and all of them under 500 words.

FRENCH MEDIA GUIDELINES

If you want your campaign to be successful in the French Canadian market, it's important to follow this guideline for success with the French media:

- Editors in this market need to feel that your articles are relevant to the French Canadian population.
- As much as possible, try to use Francophones for spokespeople. These would be individuals, fictitious or not, who are French Canadian and have French titles.
- Make sure that everything discussed in the article is available in French Canada.
- If you include a website use a French URL address. Ideally, the name of the product, service or program you are promoting should be officially translated into French.
- The French media prefer to use content of French origin, not English, so a poor translation will be rejected.

Ask your translator to help with these fine details.

OTHER NEWSROOM REQUIREMENTS:

- *No trademark symbols.* Trademark symbols are not inserted in news stories, only in advertising. The appearance of them will tell readers that the article is from a commercial source. Distributing articles with trademark symbols makes us look unfamiliar with editorial policy. Generally, trademarked names are copyright protected whether the symbol appears or not.
- *No branded photos* of the product. The best editorial shots have people enjoying the product, or enjoying the lifestyle the product brings.
- *Keep brand name mentions to a minimum.* Keep self-interest hidden. If you do need to write more about the brand, substitute words like “this product”, “this beverage”, “this service” to retain integrity.
- *Try not to cheerlead for the product* — but if you must, turn all favourable descriptions into a quote from someone, so it sounds like the company (or expert) is cheerleading, not the reporter. An article full of glowing product information without quotes sounds like an infomercial.
- *No exclamation marks.* News reporting in every section of a newspaper should be factual, unemotional, detached and dispassionate. Use stronger words instead of exclamation marks. Quotes may end with exclamation marks if the speaker is shouting, or surprised.
- *By-lines give articles newsroom quality.* The by-line names the person writing the article, technically the “reporter”. The by-line name therefore, cannot be one the public associates with your company. By-lines are never the company spokesperson, nor the management, and they are *never* the name of the person quoted in the article. By-lines can be a penname (fictitious), and no title of any sort is added to the name.
- *Avoid footnotes.* All sources, information and statistics should be qualified within the body of the article. Footnotes are not used in newspaper stories and your article could be dismissed if one appears. (A one-liner bio on the article writer, in italics, is an exception).
- *Avoid using trademarked capital lettering on brand names,* even if the brand name is trademarked that way. Capitalize only the first letter. For example: not LEGO but Lego; not FRAM but Fram.
- *Newspaper policy is to use lowercase for corporate titles.* For example: Ruth Douglas, president and publisher of News Canada Inc.; John Doe, chairman and chief executive of Company X. Upper case lettering is used in abbreviations like CEO, CFO, COO.

“Articles must adhere to official and specific composition rules set by the Canadian Press news agency.”

SUBMISSION DEADLINES AND REQUIREMENTS

- The deadline to email copy and graphics is the *1st business day of the month.*
- All material should be sent to **production@newscanada.com** as attachments; and cc your account manager. Or provide material on disc (CD or DVD).
- Copy must be final, proof-read and spell-checked.
- Photo file formats: JPG, 300 dpi, RGB; at least 3” x 5” in size.
- Send Public Service Announcements and illustrations as EPS files with fonts converted to outlines and placed photos embedded at 300 dpi.

WORD COUNTS AND GRAPHICS

5 – 7 article insertion: 1500-2000 words, articles ranging from 50 to 300 words; each article should have a photo; tip boxes are recommended (50 to 60 words).

2 – 4 article insertion: 700-1000 words, articles ranging from 50 to 300 words; each article should have a photo; tip boxes are recommended (50 to 60 words).

*Translating from English to French results in approximately 20% more words. In order to fit the same number of articles on English and French pages, the

Checklist for online and on-air services

The following outlines the services provided by News Canada and the role of the Client in the production of a television VNR (video news release) and/or online video (segments are approximately 2 minutes in length).

NEWS CANADA PROVIDES:

- Concept development and script writing based on client submitted news brief including a maximum of two opportunities to make changes to the script
- Script translation for bilingual segments
- Production management, including coordination and scheduling
- All release forms
- Maximum 8 hours of shooting time per segment within a day with segment producer and camera person in attendance
- Maximum of two on-location interviews with B-roll footage
- Maximum of 6 hours of editing that includes:
 - › Recording of voice-over narration of approved scripts (in both languages if bilingual segment)
 - › One voice talent per language
 - › Editing of English segment and insertion of interview clips
 - › Editing of French segment based on approval of English segment and insertion of French interview clips (or French voice-over of English interview clips)
- Media advisories and promotion of all television/cable stations and/or portals/websites across Canada
- Encoding of segment and delivery to portals and websites as per their specifications
- Satellite feed
- Beta tapes delivered to media upon their request
- For on-air only – media monitoring for a total of 30 days
- Regular updated media usage reports using MRP audited audience numbers (if available)
- Up to four broadcast examples of on-air coverage
- For online only – media monitoring for 3 months with screen captures of online video coverage with URL

THE CLIENT PROVIDES:

- Completed production news briefs to script writer
- Script approval
- Shoot location
- Segment spokesperson(s) and any on-air participants
- Props required for the shoot as requested by the producer
- All applicable permits

editorial calendar

month	special supplements	content ideas		calendar events
January Material Deadline: November 1st Distribution: December 1st	<ul style="list-style-type: none"> Bridal Environment Finance & Business Health & Safety Travel & Destination 	<ul style="list-style-type: none"> Financial Information Gift Registry Cold & Flu Prevention RRSP Information New Year's Resolutions Weight Loss 		<ul style="list-style-type: none"> Alzheimer Awareness Month National Non-Smoking Week News Year's Day
February Material Deadline: December 1st Distribution: January 1st	<ul style="list-style-type: none"> Bridal Finance & Business Food & Nutrition Multicultural Spring Fashion & Personal Care Technology 	<ul style="list-style-type: none"> Financial Information Hair & Skin Tips Healthy Winter Tips Relationship Tips Renovation Tips 	<ul style="list-style-type: none"> RRSP Information Wedding Planning Tips Wedding Gift Ideas Tax Tips 	<ul style="list-style-type: none"> Black History Month Eating Disorder Awareness Week Family Day (ON) Heart Month International Development Week Valentine's Day
March Material Deadline: January 1st Distribution: February 1st	<ul style="list-style-type: none"> Food & Nutrition Healthy & Safety Home & Renovation Lawn & Garden Science & Industry Spring Fashion & Personal Care 	<ul style="list-style-type: none"> Financial Information Home Buyers Guide March Break Activities & Tips Pet Care 	<ul style="list-style-type: none"> Pool Tips Skin Care Tips Spring Cleaning Vitamins & Minerals 	<ul style="list-style-type: none"> Ash Wednesday Cdn. Agricultural Safety Week Health & Nutrition Week Liver Disease Awareness Month Kidney Health Month Learning Disabilities Month National Colorectal Cancer Awareness Month Health & Nutrition Week National Nutrition Month Red Cross Month St. Patrick's Day
April Material Deadline: February 1st Distribution: March 1st	<ul style="list-style-type: none"> Education Environment Home & Renovations Health & Safety Spring Fashion & Personal Care Spring Automotive 	<ul style="list-style-type: none"> Allergy Relief Tips Financial Information Food & Entertaining Gardening Tips Home Buyers Guide Honeymoon Travel 	<ul style="list-style-type: none"> Lawn Care Tips Outdoor Activities & Equipment Outdoor Furniture – Patio/Pool/Decks Spring Cleaning Tax Information & Tips 	<ul style="list-style-type: none"> Canadian Cancer Society's Daffodil Month Earth Month National Immunization Awareness Week National Oral Health Month National Organ & Tissue Donor Awareness Week National Physiotherapy Month National Volunteer Week National Wildlife Week Parkinson Awareness Month Stay Alert – Stay Safe Month
May Material Deadline: March 1st Distribution: April 1st	<ul style="list-style-type: none"> Families & Children Travel & Destinations Sports & Leisure Spring Automotive 	<ul style="list-style-type: none"> Activities for Kids BBQ Tips Boating Safety Tips Camping & Cottage Life Cycling Tips Diet/Nutrition/Losing Weight Environment-Friendly Tips Exercise Tips Financial Information Fitness Apparel Gifts for Dad 	<ul style="list-style-type: none"> Gifts for Mom Identity Theft Outdoor Entertaining Outdoor Gardening Tips Pool Tips Recycling Tips Spring Home Care Summer Fun Summer Recipes & Entertaining Sun Protection Tips for Newlyweds 	<ul style="list-style-type: none"> Aboriginal Awareness Week Cystic Fibrosis Month Emergency Preparedness Week Hearing Awareness Month Huntington Disease Awareness Month International Youth Week Medic-Alert Month Mental Health Week Mother's Day Multiple Sclerosis Awareness Month National Nursing Week National Forest Week National Hospice Palliative Care Week National Police Week National Road Safety Week National Summer Safety Week North America Occupational Safety & Health Week Safe Boating Week Speech and Hearing Awareness Month
June Material Deadline: April 1st Distribution: May 1st	<ul style="list-style-type: none"> Environment Families & Children Food & Nutrition Health & Safety Multiculturalism Summer Entertaining Generation 50+ 	<ul style="list-style-type: none"> BBQ Tips Camping & Cottage Life Children & Family Issues Moving Tips Road Trip Tips 	<ul style="list-style-type: none"> Summer Fun Summer Recipes & Entertaining Summer Safety Tips Summer Skin Care tips Baby Care 	<ul style="list-style-type: none"> Canadian Environment Week Canadian Skills Competition Father's Day National Public Service Week National Water Safety Week Seniors Month Staffing for Canada Week Stoke Awareness Month Canadian Multiculturalism Day
July Material Deadline: May 1st Distribution: June 1st	<ul style="list-style-type: none"> Consumer Information Food & Nutrition Summer Entertaining Travel & Destinations 	<ul style="list-style-type: none"> BBQ Tips Dies & Weight Loss Financial Information Healthy Eating/Nutrition Outdoor Activities/Exercise 	<ul style="list-style-type: none"> Summer Fun Summer Safety Summer Skin Care Tips Travelling Tips Ways to Stay Cool 	<ul style="list-style-type: none"> Canada Day National Fishing Week Tour du Canada
August Material Deadline: June 1st Distribution: July 1st	<ul style="list-style-type: none"> Back to School Fall Fashion & Personal Care Food & Nutrition Health & Safety Technology Travel & Destinations 	<ul style="list-style-type: none"> After School Activities Back to School Shopping Children & Teen Issues Computers Computer Security Tips 	<ul style="list-style-type: none"> Home Interiors Home Office Equipment Student Safety Summer Fun Baby Care 	<ul style="list-style-type: none"> Civic Holiday
September Material Deadline: July 1st Distribution: August 1st	<ul style="list-style-type: none"> Back to School Bridal Fall Fashion & Personal Care Food & Nutrition Health & Safety Home & Renovation 	<ul style="list-style-type: none"> After School Activities Fall Fashion Trends Fall Home Improvement Fall Travel 	<ul style="list-style-type: none"> Financial Information Hunting & Fishing Wedding Planning Tips Wedding Gift Ideas 	<ul style="list-style-type: none"> AIDS Walk Week Arthritis Month Big Brothers & Big Sisters Month Breakfast for Learning Month Labour Day National Firefighters Week Prostate Cancer Awareness Week SuperWalk for Parkinson's The Alzheimer Coffee Break The Terry Fox Run
October Material Deadline: August 1st Distribution: September 1st	<ul style="list-style-type: none"> Bridal Environment Fall Automotive Fall Fashion & Personal Care Health & Safety Home & Renovation Small Business Week 	<ul style="list-style-type: none"> Advanced Education Options Baby Care Business Advice/Etiquette Car Care Tips Careers & Business Cold & Flu Prevention College & University Planning Energy Saving Tips Entrepreneurial Enterprises 	<ul style="list-style-type: none"> Financial Information Food & Nutrition Professional Development Retirement Planning Thanksgiving Ideas Time Management Tools Winter Skin care Tips Working Parent Aids/Tips Workplace Tips Wedding Planning Tips 	<ul style="list-style-type: none"> Breast Cancer Awareness Month Eye Health Canada Month Fire Prevention Week Halloween Lupus Awareness Month National Block Parent Week National Carbon Monoxide Awareness Week National Family Week National Infection Control Week National Psoriasis Awareness Month SIDS Awareness Week Small Business Week Thanksgiving Waste Reduction Week World Space Week
November Material Deadline: September 1st Distribution: October 1st	<ul style="list-style-type: none"> Fall Automotive Health & Safety Holiday Gift & Entertaining Guide Home & Renovation 	<ul style="list-style-type: none"> Fireplace Safety Gift Ideas Holiday Entertaining/Recipes Holiday Travel Tips 	<ul style="list-style-type: none"> Internet Safety Tips Shopping Tips Skin Care Tips Toy Safety 	<ul style="list-style-type: none"> Adoption Awareness Month Christmas Seal Campaign CPR Awareness Month Crohn's and Colitis Awareness Month Diabetes Awareness Month Down Syndrome Awareness Week National Addictions Awareness Week National Community Safety and Crime Prevention Campaign National Health Food Month National Home Fire Safety Week Lung Cancer Awareness Month Pain Awareness Week National Seniors Safety Week Osteoporosis Month Remembrance Day Veteran's Week Youth Appreciation Week
December Material Deadline: October 1st Distribution: November 1st	<ul style="list-style-type: none"> Holiday Gift & Entertaining Guide Health & Safety Finance & Business 	<ul style="list-style-type: none"> Gift Ideas Holiday Entertaining Tips/Recipes Holiday Safety Tips Holiday Shopping 	<ul style="list-style-type: none"> Holiday Travel New Year's Resolutions Skin Care Tips Winter Outdoor Tips 	<ul style="list-style-type: none"> Christmas Day Hanukkah National AIDS Awareness Week National Safe Driving Week

individual service rates

2009 Canadian Distribution

(Canadian Dollars)

print and web services:

Rates include: national distribution and monitoring of your editorial message to the print and web media with guaranteed coverage.

news canada and l'édition nouvelles

Service/Guarantee	1x	4x	6x	12x
5-7 Articles (1,500-2,000 words + images)	\$9,600	\$9,120	\$8,660	\$8,230
Guarantee	2.5 M	2.6M	2.7 M	2.8M
2-4 Articles (700-1,000 words + images)	\$6,740	\$6,410	\$6,090	\$5,790
Guarantee	900K	945K	990K	1M

news canada (english only)

Service/Guarantee	1x	4x	6x	12x
5-7 Articles (1,500-2,000 words + images)	\$6,060	\$5,760	\$5,470	\$5,200
Guarantee	2 M	2.1M	2.2 M	2.3M
2-4 articles (700-1,000 words + images)	\$4,480	\$4,260	\$4,050	\$3,850
Guarantee	650K	682K	715K	747K

online

Rates include: production and development of a 2-minute ready-to-use online video. Promotion and distribution to popular portals and websites with guaranteed coverage. The produced segment will be adapted to either English or French

Service/Guarantee	1x	4x	6x	12x
Online video	\$16,800	\$15,960	\$15,160	\$14,400
Guarantee	4M	4.2M	4.4M	4.6M
Online video re-feed or repurpose	\$6,500	\$6,250	N/A	N/A
Guarantee - not available				
Online video - English only	\$14,400	\$13,680	\$13,000	\$12,350
Guarantee	3M	3.1M	3.3M	3.4M

on-air

Rates include: production and development of your message into a bilingual, newsworthy, ready-to-air news segment for radio and/or television with guaranteed coverage.

Service/Guarantee	1x	4x	6x	12x
Television (VNR & B-roll)	\$14,000	\$13,300	\$12,650	\$12,000
Guarantee	750K	787K	825K	862K
Television - English only	\$12,000	\$11,400	\$10,900	\$10,400
Guarantee	500K	525K	550K	575K
Television re-feeding*	\$5,500	\$5,250	N/A	N/A
Guarantee - not available				
Television (B-roll only)	\$11,000	\$10,450	N/A	N/A
Guarantee - not available				
Television (B-roll only) - English only	\$10,000	\$9,500	N/A	N/A
Guarantee - not available				
Radio	\$5,650	\$5,370	\$5,100	\$4,850
Guarantee	1.2M	1.26M	1.3M	1.38M
Radio - English only	\$5,060	\$4,810	\$4,570	\$4,340
Guarantee	900K	945K	990K	1M
Radio - One Province	\$4,350	\$4,130	\$3,920	\$3,720
Guarantee - TBD by province				

*Re-feed does not include production or development of your segment

additional print services

premium placement - national

Lrg Photo Front Cover, Pg. 3 placement & Link	\$3,500
Front of Section/Sm Cover Photo & Link*	\$3,000

*Front of Section placement will be based on availability

premium placement - english only

Lrg Photo Front Cover, Pg. 3 placement & Link	N/A
Front of Section/Sm Cover Photo & Link*	\$2,200

*Front of Section placement will be based on availability

writing

5-7 Matte Stories	\$2,100
2-4 Matte Stories	\$1,100

translation

5-7 Matte Stories	\$900
2-4 Matte Stories	\$600

bundled service rates 2009 Canadian Distribution

(Canadian Dollars)

full-service bundle

Includes distribution of 5–7 articles via News Canada & L'édition Nouvelles, one national Radio, one national Television and one Online video segment (French and English)

Service/Guarantee	1x	4x	6x
online, on-air and in print	\$34,040	\$32,660	\$31,330
Guarantee	8.4M	8.8M	9.2M

print, online video, and radio bundle

Includes distribution of 5–7 articles via News Canada & L'édition Nouvelles, one national online video segment and one national Radio segment (French and English).

Service/Guarantee	1x	4x	6x
Print, Online Video and Radio Segment	\$30,450	\$28,920	\$27,480
Guarantee	7.7M	8M	8.4M

print and radio bundle

Includes distribution of 5–7 articles via News Canada & L'édition Nouvelles and one national Radio segment (French and English).

Service/Guarantee	1x	4x	6x
Print and Radio Segment	\$14,490	\$13,760	\$13,080
Guarantee	3.7M	3.8M	4M

print and online video bundle

Includes distribution of 5–7 articles via News Canada & L'édition Nouvelles, one online video segment (French and English).

Service/Guarantee	1x	4x	6x
Print and Online Video Segment	\$25,080	\$23,820	\$22,630
Guarantee	6.5M	6.8M	7.1M

on-air and online video bundle

Includes one national Television and one online video segment (English and French)

Service/Guarantee	1x	4x	6x	12x
Television and Online – One segment for two media	\$20,500	\$19,550	\$18,900	\$18,250
Guarantee	4.7M	4.9M	5.2M	5.4M
Television and Online Video – English Only One segment for two media	\$18,500	\$17,650	\$17,150	\$16,650
Guarantee	3.5M	3.6M	3.8M	4M

evaluation services

For more information on how to obtain a subscription to MRP and/or iBinder please contact Kevin Foster:

Tel: 416 599 9900 ext. 217

kevin.foster@newsCanada.com



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