



THE VANCOUVER SUN

The Province



THE VOICES OF VANCOUVER | 2007

REACHING MORE THAN 1.2 MILLION READERS IN THE LOWER MAINLAND EVERY WEEK | NADBANK 2005/2006

SECTION A – THE VANCOUVER MARKETPLACE	3
The Greater Vancouver Marketplace	5
Readership in an average week	6
The Lower Mainland	7
The people of Greater Vancouver	9
Delivering the best prospects	11
Newspaper engagement	12
SECTION B – EDITORIAL PRODUCTS	15
Daily sections in The Vancouver Sun	16
Day specific in The Vancouver Sun	18
Daily sections in The Province	20
Day specific in The Province	22
SECTION C – ADVERTISING OPPORTUNITIES	25
Section Front Banners	26
Premium Positions	27
Flexform and Ghosting	28
Island Ads	29
Floating Banners	30
U Shaped Ads	30
Teasers	31
Own a Section	32
Double Trucks	33
Branding Ads	34
Innovative Ads	35
SECTION D – TARGETING OPPORTUNITIES	37
Classifieds	38
Preprinted Inserts	39
Polybags	39
TV Times	39
Online Advertising	40
The Digital Newspapers	41
Global TV	41
Sampling Programs	42
Sports Stat Sponsorships	42
Newspaper In Education	42
Magazines	43
Advertorial	44
Special Sections	45
Special Features Calendar	46
Events	47
SECTION E – PLANNING CALENDAR	48
SECTION F – MECHANICAL SPECIFICATIONS	74
Electronic File Submission	75
Example Ad Sizes	76
Colour Specification	78
Colour Chart	79
SECTION G – CONTACTS	80
Advertising Contacts	80
Editorial Contacts	81



Grace Kwok 4



Bob Lenarduzzi 8



Sanjay Goel 10



Michel Ibrahime 13



Roxanne Shepansky 14



Peter Cathie-White 24



Christy Clark 36



Steve Darling 41



Mary McNeil 48



Robert Fung 74

CONTENTS

Kevin Bent and Mike Cowan

“On behalf of all the staff at the Pacific Newspaper Group, welcome to the 2007 Advertising Plan Book. You’ll notice a consistent theme throughout the plan book that speaks to our readers. After all, our very worth is ultimately measured by our valued readers.”

Kevin Bent | Publisher and President
Mike Cowan | VP, Advertising Sales
Pacific Newspaper Group



The Power of Partnerships

The Pacific Newspaper Group, publisher of The Vancouver Sun and The Province, is a leader in the community. We strive to make our two newspapers a reflection of this incredible place we call home. And we strongly believe that investing in our community is a part of our responsibility to both our readers and our advertising customers. Thanks to the support we receive from you, we are able to continue the tradition of giving back in many different forms, such as Raise A Reader, the CanWest Spelling Bee, The Vancouver Sun Run, and The Province Empty Stocking Fund. We are also proud to support and promote our local business community with programs such as The Vancouver Sun Top 100, Top 100 Chinese British Columbians and The Vancouver Sun Garden Show. Your success is how we measure our success. May the coming year be filled with health, happiness and continued achievement in meeting your goals.

Kevin Bent
President and Publisher

Mike Cowan
Vice-President, Advertising Sales

Grace Kwok

I read The Vancouver Sun a couple of times in a day. In the morning it's a habit - like brushing your teeth. At the office I take another look in more detail. The business section is key for things like sales volumes. On different days of the week, I look for different sections - like Town Talk on Thursday, At Home on Friday, New Homes on Saturday. In the evening I look at it to keep track of what's happening in the world.

Vice-President of Anson Realty Ltd.
Named to The Vancouver Sun list of
100 notable Chinese-Canadians, 2006.



MARKETPLACE

The Greater Vancouver Marketplace

If you really want to understand Vancouver, stand at the edge of the cruise ship terminal, Canada Place, and look around you. To the west you'll see Stanley Park, one of the world's largest urban parks, jutting out into the waters of Burrard Inlet. To the north, just across the inlet, rise snow-capped mountains. To the east, right along the water, is the low-rise brick-faced Gastown. And almost everything else you see lining the water's edge will be a new glass and steel high-rise tower. As giant cruise ships glide in to berth,

float planes buzz in and out, and your ears catch a medley of foreign tongues, you may wonder just where on earth you are. Vancouver is majestic and intimate, sophisticated and completely laid back, a bustling, prosperous, world-class city that somehow, almost miraculously, manages to combine its contemporary, urban-centered consciousness with the free-spirited magnificence of nature on a grand scale.

FROMMERS.COM

65%

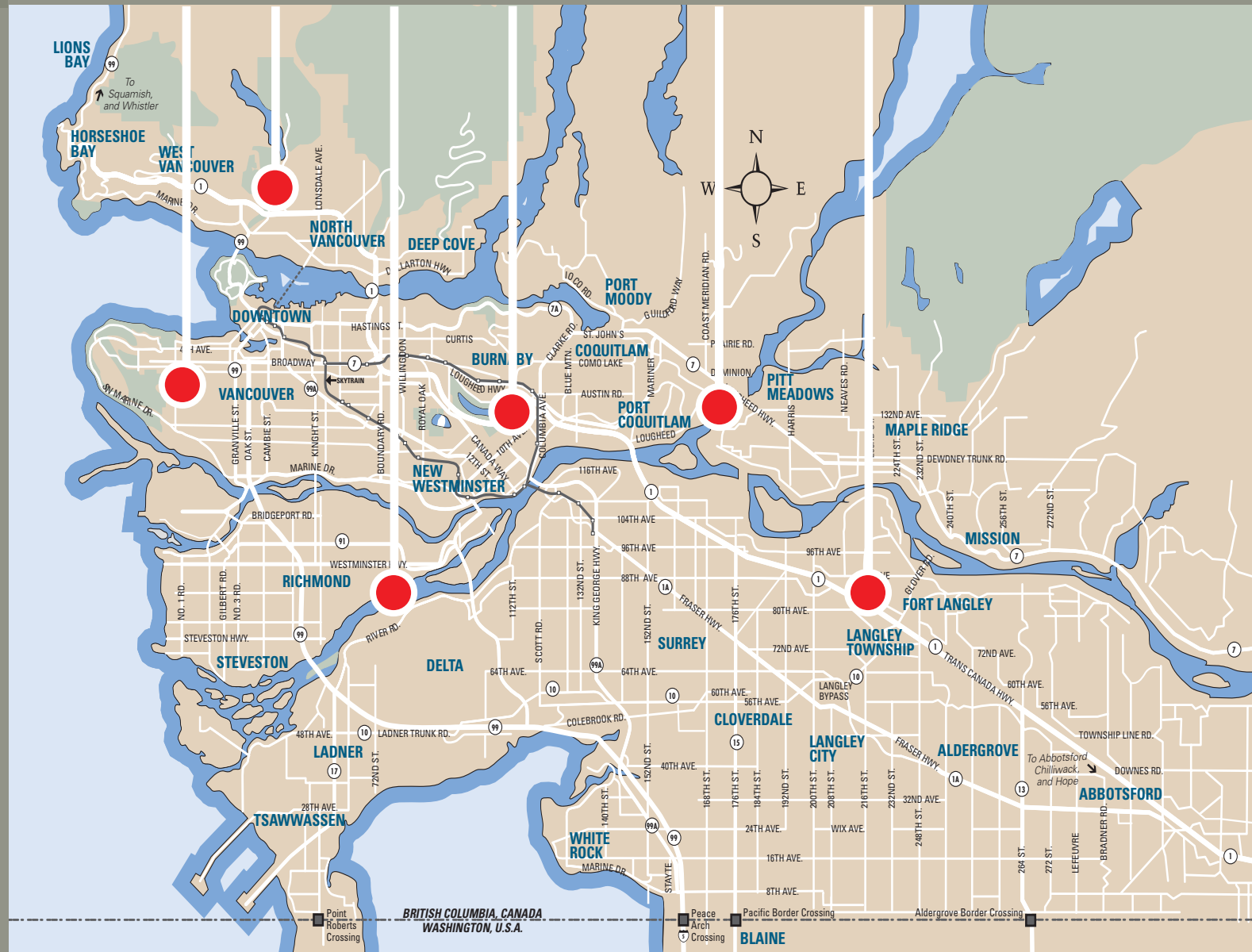
76%

70%

69%

74%

68%



READERSHIP IN AN AVERAGE WEEK

The geography in the Greater Vancouver area presents interesting challenges. Downtown is on a peninsula surrounded by ocean. Not only is it the bastion of business but also supports 80,000 residents who often walk to work. This peninsula is connected to the rest of the city by three bridges to the south and a land bridge to the east. To the north are the majestic mountains of the North Shore where some 2010 Winter Olympic events will take place. To get to and from downtown, North Shore residents must cross the water by bridge or Seabus.

The Fraser River dissects the entire region - crossing it involves ferry, tunnel or bridge, including a new span being planned to alleviate congestion. The Fraser River gives the Fraser Valley its name and its rich

soil. The Valley is booming with communities growing at exponential rates. There are only two main routes in from the eastern region, a highway to the north of the river and a freeway to the south. Commuters travelling in from the south have the choice of two routes which skirt the edge of Burns Bog, the largest undeveloped urban land mass in North America.

The geography is challenging enough but with 30,000 cars being added to the roads each year, traffic congestion is always an issue as commute times get longer and the price of real estate in close proximity to downtown keeps rising. But Greater Vancouver residents are passionate about the West Coast and wouldn't consider living anywhere else.



The Lower Mainland

ECONOMY

The average home in Greater Vancouver has increased by \$100,000 in the past year alone. The average price for a single family home in Greater Vancouver was \$741,644 in September of 2006, making this area the most expensive real estate market in Canada. The value of real estate coupled with strong employment and steady population growth has created a very vibrant and buoyant economy.

Along with a vibrant economy comes new construction. Ground has broken on many of the competition venues for the 2010 Winter Olympics. The Canada Line, a light rapid transit line connecting downtown Vancouver with Richmond, is well underway. A new downtown soccer stadium is in the development stages. Everywhere you look, construction cranes dot the skyline.

GROUND BREAKING RETAIL

Consumer confidence is extremely high, resulting in robust retail sales and new chains entering the market. Tiffany's has recently opened, Williams and Sonoma are about to launch their first store and Holt Renfrew will be expanding into their new 121,000-square-foot space in the spring of 2007. A first for Costco, a downtown location is now open. Granville Street in downtown Vancouver has experienced a revival. Robson Street has a reputation for carrying the

same amount of pedestrian traffic as some prime spots in New York. Vancouver's own Soho, Yaletown, houses converted heritage buildings with old loading docks acting as giant sidewalks and restaurant patios. Retail lease rates now rank within the world's top five.

TOURISM

With our incredible scenery, vibrant arts scene, fabulous restaurants and all that great shopping it's no wonder that we've been ranked "top city in the Americas" for the third year in a row by Conde Nast Traveler magazine. Visitors come from all over the world including 84,000 Chinese visitors in 2006 and that number is expected to skyrocket once Canada receives an approved destination status from the Chinese Government.

Over 837,900 cruise ship passengers embarked from here for Alaska on 28 ships over 253 sailings in 2006. Forecasts for 2007 through 2010 indicate these numbers will climb to more than 1,000,000. The 2006 cruise season in B.C. contributed more than \$1.25 billion to the provincial economy and almost \$90 million in direct and indirect taxes.

The newly expanded Convention Centre, when finished in 2008, will be among the ten largest in the world and in true Vancouver fashion, will have a living roof, seawater heating and cooling, on-site water treatment and fish habitat built into the foundation.

Bob Lenarduzzi

Reading *The Province* and at the same time savouring a great cappuccino are two vital parts of my morning routine. I thoroughly enjoy turning to *The Province* for the latest news on our local sports teams, overseas soccer updates as well as current events in our province, country and world. In addition to reading *The Province*, I have the pleasure of writing GOOOOAAAL! - a weekly article which appears every Friday.

Head of Soccer Operations
Vancouver Whitecaps F.C.



The People of Greater Vancouver

Why do people choose to live in Vancouver? Being consistently rated as the third best place in the world in which to live may have something to do with it.

“The sense I had from Vancouver is that while it offers sea, beach, mountains and lots of outdoor activities, it’s also a city that has a certain buzz. It offers that better quality of life.”

NEW IMMIGRANT

The city of Vancouver has surpassed 600,000 people and is growing at a rate of about one person every two hours. The Greater Vancouver Regional District, which is made up of 21 municipalities, is home to more than 2.1 million people.

Our mild climate and the proximity to nature and water mean an affinity for outdoor pursuits, which is why people here are more active. Where else would people find hiking up a mountain, known as doing the “Grouse Grind,” after work

relaxing? And where else can you go sailing or wind surfing, bike riding around the Stanley Park Seawall and skiing all on the same day?

All that activity can work up an appetite. According to Frommers, we’re one of the top restaurant cities in the world, with food from every country as well as our own unique “west coast fusion” style. We’re also big drinkers – of coffee, that is. There are 4.3 Starbucks here for every 100,000 population – that’s three times the national ratio.

When it comes to our homes, many Vancouverites may choose to raise their families in the suburbs but more and more are choosing to live right downtown in a high rise. We have the fastest growing downtown core in North America, with 80,000 people living within the five square kilometers that make up the downtown peninsula. New schools, community centres and grocery stores have sprung up to support this growing density, called “the greatest urban experiment since the 1950s” by Canadian Geographic magazine.

TARGETING OPPORTUNITIES:

	Read	The Vancouver Sun	The Province
Business Decision Makers		53%	49%
Grocery Shoppers		56%	49%
Wine Drinkers		51%	49%
HH plans to purchase appliances		50%	46%
HH plans to purchase furniture		54%	50%
Accessed the internet in the past 7 days		49%	49%
Have high speed internet		51%	46%
HH plans to purchase home entertainment items		56%	51%
HH plans to purchase a computer		61%	52%
Personally have real estate other than home		60%	52%
Have more than four credit cards		52%	51%
Likely to take a trip to Mexico/Caribbean in next six months		55%	54%
Took some action after seeing a classified ad		45%	50%
Mother tongue is Chinese		33%	30%

SOURCE: NADBANK 2005, AVERAGE WEEK

Sanjay Goel

With the dawn of each day The Vancouver Sun delivers a clear picture of current events and issues that affect our community. Local, national and international events are presented fairly as to how they impact Vancouverites. For me every day starts with The Sun.

President, Cruise Connections Canada



Delivering the Best Prospects

On any given day, The Vancouver Sun and The Province can deliver more of your target audience than any other single medium.

THE VANCOUVER SUN

SERIOUSLY WESTCOAST

READERS ARE CRUCIAL

Vancouver Sun readers are an upscale audience. They enjoy a higher than average income, own their own home and have older teenagers in the home. They continue to increase their investment in their home by renovating, decorating and landscaping. They enjoy the finer things in life such as fine wine, travel, golfing and gardening. And they're outgoing, attending live theatre, restaurants and movies on a regular basis.

PROFILE OF A VANCOUVER SUN READER:

It stands to reason that the more educated you are, the higher your income will be. Forty-seven per cent of Vancouver Sun readers have a university degree, and an average household income of \$80,091 per year, significantly higher than the market average. With 80 per cent of them owning their own home, Vancouver Sun readers have an investment that has increased an average \$100,000 over the past year. This means that Vancouver Sun readers have considerable buying power.

SOURCE: NADBANK 2005/2006, AVERAGE WEEKDAY

The Province

IT STARTS WITH OUR READERS

The Province's tab format appeals to readers who want their news in a more concise form. With its second to none sports coverage, The Province appeals to a slightly more male audience. Its readers are younger (almost half aged between 25 and 49), and they're in their prime child-rearing years which also means their prime spending years. They tend to live in the suburbs where it's more affordable to raise a family.

Province readers also carry clout in the marketplace, being read by almost 30 per cent of all Senior Managers/Professionals in the Lower Mainland. And with 43 per cent of readers having a household income of more than \$75,000, they can afford to buy your products and services. With more than half a million readers every day, The Province is an integral part of our daily routine.

SOURCE: NADBANK 2005/2006, AVERAGE WEEKDAY

Newspaper Engagement

ENGAGEMENT

The latest hot topic in media planning is engagement – this means placing your advertising message in a medium where your potential customer is involved. In a world of fragmentation and multi-tasking, engaged media has the power to hold the undivided attention of an audience longer.

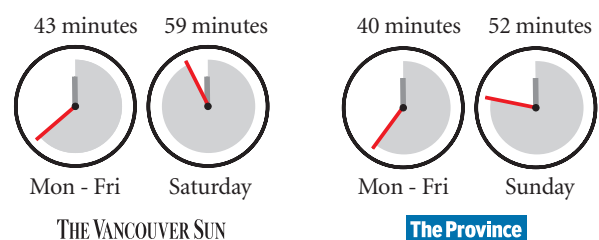
NEWSPAPERS

The Vancouver Sun and The Province readers are engaged. They're not surfing the internet, watching TV or talking on the phone while reading our newspapers. They're giving more of their full attention to the content than they do with TV and radio. Newspapers are where consumers go for trustworthy information which influences the way they think about things. And that lends itself to advertising as well. Canadians indicated that newspapers offer the most credible advertising and that they are the most useful, informative and trustworthy medium.

NEWSPAPER READERS LOVE THEIR PAPER

Readers find newspapers stimulating. They find newspapers flexible in that they can pick and chose which news and articles to focus on and they have favourite sections and columnists. And they feel that the advertising is useful to them. Broadcast media is used as a background media and it's one of the things consumers are doing as they multitask. Advertisers seek engaged audiences for their messages. More than any other medium, newspapers deliver engagement.

AVERAGE TIME SPENT READING (IN MINUTES)

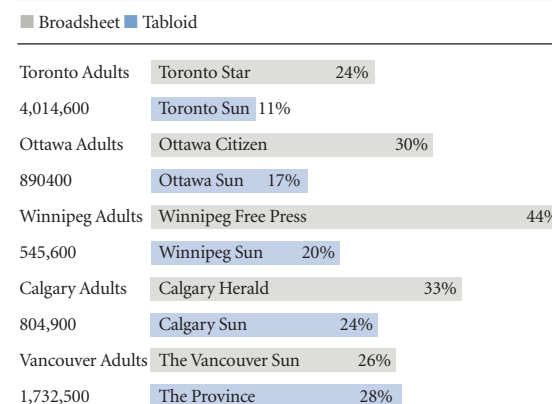


CIRCULATION AND READERSHIP

Publication	Circulation	Readership
The Vancouver Sun		
Mon - Thursday	168,624	473,700
Friday	186,278	473,700
Saturday	213,459	517,500
Total Weekly Readers		866,000
The Province		
Monday - Friday	145,836	504,500
Sunday	179,789	455,000
Total Weekly Readers		880,200
Vancouver Sun/Province Readership		
Monday - Friday	332,114	844,200
Weekends	393,248	784,200
Total Weekly Readers		1,252,800

SOURCES: CIRCULATION: AUDIT BUREAU OF CIRCULATIONS FOR SIX MONTHS ENDED MARCH 31, 2006
READERSHIP: NADBANK 2005/2006 BASE: 1,802,300 GREATER VANCOUVER ADULTS AGE 18+

BROADSHEET VERSUS TABLOID PAPERS IN MAJOR CANADIAN MARKETS

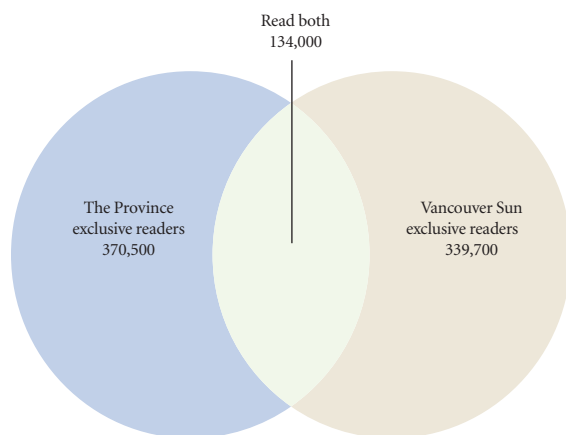


MONDAY - FRIDAY READERSHIP, NADBANK 2005/2006

IN THE AVERAGE WEEK, THE VANCOUVER SUN AND THE PROVINCE REACH:

- 70% of gardeners
 - 66% of gourmet cooks
 - 68% of people who enjoy photography
 - 69% of joggers
 - 68% of walkers
 - 71% of people who exercise at home
 - 72% of people who exercise at a fitness club
 - 70% of bike riders
 - 67% of downhill skiers
 - 72% of cross country skiers
 - 69% of snowboarders
 - 75% of people who snowmobile
 - 70% of skaters
 - 68% of swimmers
 - 72% of canoeists/kayakers
 - 75% of fishers
 - 71% of campers
 - 68% of hikers/backpackers
- 76% of golfers
 - 72% of soccer players
 - 70% of people who play baseball
 - 72% of hockey players
 - 79% of people who attend Canucks' and Giants' games
 - 78% of people who attend BC Lions' games
 - 73% of people who attend live theatre
 - 66% of people who go to the ballet
 - 71% of people who visit art galleries
 - 72% of people who attend classical music concerts
 - 74% who attend rock/pop concerts
 - 76% who attend jazz concerts/festivals
 - 73% of people who go to the Casino
 - 70% of people who go clubbing
 - 75% of movie goers
 - 72% of people who enjoy fine restaurant dining

SOURCE: 2005 NADBANK



SOURCE: NADBANK 2005/2006

Michel Ibrahim

Every morning before I start my business day, I go to my favourite spot in Ambleside to have a coffee and read The Province. Customers always scramble to get a copy before they're gone. Because I'm a regular, my personal copy is tucked under the counter and given to me with my coffee. At work, customers talk about something they have read or seen in the paper. To be in the know, I go to The Province. I am also a soccer coach, and the sports section is awesome.

Michel Hair Design & Day Spa



MARKETPLACE

Roxanne Shepansky

The Vancouver Sun and The Province are meaningful to me because I know that when I want in-depth coverage on an issue or story that I can turn to our dailies to provide a local perspective - they represent the voice of Vancouver. When I want to gain a deep understanding of a particular issue, I know that I can rely on the papers and I love the fact that I can schedule my reading time around my busy schedule - when it works for me.

President, Genesis Media

EDITORIAL



The Editorial Products

We provide British Columbians with award-winning journalism, both in print and online, that informs, enlightens and entertains. With the largest news gathering capabilities in the province, The Vancouver Sun and The Province set the standard for news reporting. Every day we start with a blank canvas. That painting takes shape throughout the day as we sift through everything that has happened and determine what is of relevance, importance and value to readers. We then manufacture two completely new products and deliver them to your doorstep, your

computer screen or your mobile device. And we do it every day. At The Vancouver Sun, it is always about content. Our journalists are committed to bringing our readers provocative, informative stories and issues that reflect our community. The Province starts with its readers – the paper’s award-winning journalism reflects the issues that are important to them. And now Province readers have a direct connection with the newsroom through an email forum called e-street, the eyes and ears of the cities and towns of B.C.



Readership is Crucial

Our mission at The Vancouver Sun is to cover British Columbia and to provide perspective on the rest of the country and the world as only a British Columbia-based newspaper can do. We live here and work here and love our West Coast life. No other news operation commits the resources we do to informing our community. Our goal is to serve readers to the best of our ability, every day.

In 2006, The Vancouver Sun won two National Newspaper Awards - Canada's most prestigious journalism award - and three Jack Webster awards for excellence in B.C. journalism. The fact that The Vancouver Sun wins more journalism awards every year than any other Western Canadian newspaper is a testament to the talent and commitment of our journalists.



At The Vancouver Sun we understand the British Columbian experience. We live, work and play in one of the most beautiful and diverse places in the world and the community's newspaper should respect and reflect that.

Patricia Graham

Editor In Chief, The Vancouver Sun



BusinessBC

Our locally focused business section, and our team of experienced business writers, covers the local, national and international business climate from a B.C. perspective. We provide in-depth stories, features and analysis on the business news you need to know.

DAILY SECTIONS

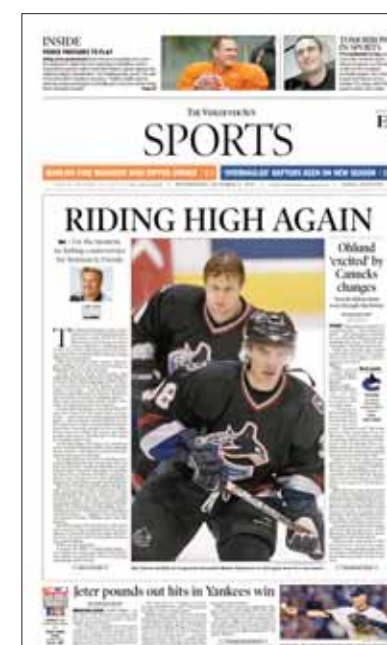
The Front Section

The Vancouver Sun's extensive journalistic resources bring the world to your doorstep every single day. From stories produced by our award-winning reporters and columnists, to the best of the news and photographs from the world's top news services, The Sun's news pages provide a comprehensive package of international, national and local news - all with our unique West Coast perspective.



Westcoast News

Westcoast News provides complete local coverage about the place you live. It attracts loyal readers who enjoy the news, features, lively columnists and daily special reports about the people and issues that are important to them.



Arts & life

Pick any day of the week and our culture and lifestyles section have it covered with flair and insight. From Monday's Body & Health, Style on Tuesday, Food on Wednesday, WestCoast Life on Thursday, Movies on Friday, and the Weekend Mix on Saturdays, Arts & Life has everything you need to know, see, hear, taste and explore in B.C. and around the world.

Sports

Whether on the ice, in a stadium, or at a field, our team of top-notch sports journalists are there, bringing you so much more than just the score.

DAY SPECIFIC IN THE VANCOUVER SUN

THE VANCOUVER SUN

EDITORIAL



MONDAY
ARTS & LIFE

Every Monday with **Body & Health**, Arts & Life flexes its muscle and pulls together all the right ingredients for living the healthy life. Along with all the latest entertainment and cultural stories, we bring you current news on nutrition, exercise, and fitness. But we all know that's not where good health starts nor ends, so, from alternative medicine to relaxation techniques, we look at the healthy mind, body and soul.



TUESDAY
ARTS & LIFE

On Tuesdays, it's true **Style** as Arts & Life shows you the new looks, the latest designers and those secret finds that make every outfit work. Our popular *Shelf Life* tests and rates all the latest beauty products. As well, our *Matchpoint* column brings a new perspective on relationships and reviews of the latest CDs put an insightful spin on new tunes.

TRAVEL

We are your one-stop getaway hub for that perfect trip and vacation. Every week, our Tuesday **Travel** section will take you there with ease and helpful tips so you have the time of your life.



WEDNESDAY
ARTS & LIFE

Every Wednesday in **Arts & Life**, lick those lips and dig in with the latest and best restaurants reviews in the Lower Mainland. Or get cooking with our kitchen-tested **Food** section. Our *What's Stirring* columnists Ruth and Brenda whip up delectable recipes and chef Karen Barnaby takes us on yummy adventures with a palate that reflects the diversity of the Lower Mainland's extraordinary food scene. Plus, for all the latest local film industry news, check out our *Backlot* column by Lynne McNamara who gives you your weekly dish on Hollywood North.



THURSDAY
WESTCOAST LIFE

The Lower Mainland's essential weekly arts and entertainment guide, **Westcoast Life**, is packed with previews, reviews and interviews of the latest theatre, films, dance, restaurants, galleries, spas and music in B.C. Westcoast Life gives you everything you need to know about everywhere there is to go. It's your best way to seriously enjoy life on the West Coast.



FRIDAY
ARTS & LIFE

Movies - if you love them or if you want know what's just out, Arts & Life is the place for you on Fridays. We have, as we do every day, all the best cultural and lifestyle news, but it's the silver screen that we own as the weekend begins. Top notch reviews, big star interviews and news about Hollywood, Bollywood, the indie scene, the latest DVDs, and everything in-between.

AT HOME

Your home is your castle and Friday's **At Home** is all about flying the decorating and design flag. Every week we take you inside some of the most beautiful and ambitious homes around. As well, we have the wonderful Debbie Travis and *In the Garden* with horticultural guru Steve Whysall. Plus the latest trends, house calls, antiques, gadgets, and shopping - it's all only in **At Home**.. so drop by!



DRIVING

Get behind the wheel with the latest in auto news, trends and products. Plus, weekly reviews on the hottest models on the road. Compare prices and pick up loads of consumer tips.



SATURDAY
ARTS & LIFE

Sit down, have a coffee and open up the most insightful and illuminating weekend pages around. Every Saturday, Arts & Life's **Weekend Mix** delivers ground breaking cover stories, the latest galleries in *Viewfinder*, and a diverse **Music** page. Plus for your guide to the good life, turn to renowned wine columnist Anthony Gismondi's *Eat/Drink* for the picks of the week from Australia to the Okanagan. As varied as the Lower Mainland itself, the **Weekend Mix** is the place for big ideas, big laughs and big coverage on the people and the stories that make B.C. the lifestyle and cultural capital of North America.

TRAVEL

Our comprehensive and loyally read **Travel** section gives everything you need to know to book your next vacation destination.



WEEKEND REVIEW

Thoughtful, informative and entertaining, our **Weekend Review** brings together hard-hitting news features with the *Issues & Ideas* pages, as well as a special **Health & Science** spread. Look here for the **Books** pages with great reviews and previews of the latest releases.

WESTCOAST HOMES

Whether it's a trendy downtown condo or a luxurious heritage-style home in the suburbs, or you're a serious buyer or just looking for ideas - **Westcoast Homes** section is your open house.

WORKING

Our Saturday **Working** section has the experts, articles and advice to help you find a job, change careers, or set realistic goals for a new area of employment. Plus, our pages of employment postings are filled with great openings with many of B.C.'s top employers.

866,000	54%	46%	28%	24%	\$80,091	48%	47%	80%	31%
TOTAL WEEKLY READERSHIP	MALE	FEMALE	AGE 35-49	SENIOR MANAGERS & PROFESSIONALS	AVERAGE HOUSEHOLD INCOME	HOUSEHOLD INCOME \$75K PLUS	UNIVERSITY GRADUATES	HOME OWNERS	ADULTS WITH CHILDREN AT HOME

SOURCE: NAD BANK 2005/2006



Readership starts here

Published Sunday through Friday, The Province offers an entertaining blend of news and features including the latest news from around the city, B.C., the country and the world. Serving readers since 1898, the publication's experience covering the issues of B.C. is displayed in every edition. The paper doesn't just reflect social change, it is often the vehicle for change. It will tackle a burning B.C.

issue, such as crystal meth or stolen cars, and drive home what needs to be done to overcome the problem. The newspaper has a solid reputation for outstanding reporting. Organizations including the Canadian Newspaper Awards Committee, The Jack Webster Foundation, and various other groups have all cited The Province for excellence in journalism.



Every afternoon news meeting with the editors is filled with vigorous debate about which story is most vital to our 500,000 readers. Nothing is as important to us as the loyalty of those readers.

Wayne Moriarty

Editor In Chief, The Province



Entertainment

The Province is a great source for local entertainment news and reviews. Our Thursday **E-List** section provides a comprehensive guide to where to go and what to do to enjoy the local arts and entertainment scene. The section is filled with reviews of movies, plays and television. Our Tuesday **Ultrasound** package focuses on the latest CD releases each week.

DAILY SECTIONS

Local News

Local and B.C. news is what's important at The Province. If it matters to people in British Columbia, you'll find it inside The Province. With brightly written stories and easy-to-read features, we put the daily news into context and focus on how issues affect real people.



Sports

The Province's **Sports** section is one of the best in North America - covering national and international sports with flair and intensity. Our pages are packed with our engaging, must-read columnists, innovative packages, great action photos and all the news fans want about their local teams.



Money

The Province's business section, **Money**, offers interesting and informative coverage of today's business world exploring trends that affect the B.C. business community. Our pages cover a broad spectrum of stories which include features focusing on local Lower Mainland and B.C. businesses and in-depth profiles of established and up-and-coming business leaders.



Live It!

The Province's **Live It!** section provides daily advice on how to make the most of living in beautiful B.C. Our columnists provide fantastic tips on all the latest fashion, food, and relationships trends.

DAY SPECIFIC IN THE PROVINCE



MONDAY

Pick up **SPORTS** for the most comprehensive coverage of all the weekend action. From Howard Tsumura on high school and university sports to Ed Willes's *Monday Morning Musings* column, we're all over the pros and the amateurs.

In **MONEY**, Wendy McLellan's *Your Bottom Line* column explores how to make the best decisions with your money. And financial advisor Chris Carter answers reader questions and helps advise you on how to save and invest your hard-earned cash.

Jeani Read's *Network* column, in **LIVE IT!**, profiles B.C.'s most interesting people — from entrepreneurs to entertainers — about life, their work and what they love to do for fun.



TUESDAY

E-TODAY is jam-packed with consumer-friendly features. Our music writers tell you all about the new releases and the hottest shows in *Ultrasound*. And the *Home Movies* page highlights the latest in DVDs — and gives away movies to lucky readers every week. Tuesday's the day that DVDs and CDs are released — and we're right there with our recommendations.

In **LIVE IT!**, Vancouver fashionista Susie Wall picks a hot celebrity look, then scouts local stores for affordable items to help readers create their own version of the looks featured in magazines and on the red carpet.

During the spring, summer and fall, **TRAVEL** focuses on the Pacific Northwest for quick getaways. During the winter, the emphasis is on adventure travel experiences — and sun and sand hotspots.



WEDNESDAY

Then check out **DRIVING**, our hugely popular automotive section which runs Wednesdays and Fridays. Driving boss Keith Morgan and his team of experts test-drive the latest cars and fill you in on all of the issues surrounding the road.

Want to get out on a Wednesday night but don't have a clue what to do? Every day, the team at **E-Today** helps out with the **E-LIST TODAY** — several can't-miss options for all your entertainment needs. Never again will you be caught unaware of what's going on in town.



THURSDAY

It's time to start planning the weekend — from new movies to restaurants to buying some wine for a nice, quiet evening at home. **THE E-LIST** is a weekly version of the daily *what's-on* column, and is chock full of previews of everything from comedy to theatre to concerts to family events.

In **SPORTS**, our NFL expert Brendan Nagle weighs in on the coming weekend with his picks — breaking down every game so you don't have to. *That's Racing* provides a look ahead to all the motorsport events around the world, and closer to home Howard Tsumura's high school pages dissect the busy world of high school sports.



FRIDAY

Pages and pages and pages of movie coverage. That's what **E-TODAY** does best every Friday. From the ones to watch to the ones to avoid, we bring the big screen to you. It's easy to read and it's comprehensive — a key component of your moviegoing habit.

SPORTS goes big on the Canucks every day of the week. But it's all pulled together on Fridays with the *NHL Weekend Warmup* — and during football season, our *all-you-can-eat game guide* for the B.C. Lions. And Canadian soccer legend Bob Lenarduzzi's *Gooooaa!* — an always-entertaining look at the weekend in soccer the world round.

Plus, of course, the biggest **DRIVING** section of the week. You'll find every car to meet your needs.



SUNDAY

The Province's Sunday magazine, **UNWIND**, focuses on everything from B.C.'s most fascinating people to more in-depth looks at issues in the news. From our Christmas Letters of Thanks to special looks back at Expo or the Vancouver Aquarium's 50th birthday, it's also an outlet for our passionate readers to share their stories. Province cartoonist Dan Murphy's *Not Necessarily Ha-Ha Funny* humour page is a weekly keepsake — and we give you pages and pages of crosswords, comics, puzzles and the celebrated health columnist Dr. Dave Hepburn. From pets to books to a unique crime column by Vancouver Police Sgt. Mark Tonner, **UNWIND** is a great, relaxing Sunday read.



Sunday's **MONEY** section covers broader trends in B.C.'s business world, profiles established and up-and-coming leaders and delves into major developments. And technology writer Jim Jamieson presents his weekly *Inspect a Gadget* column, reviewing the latest tech toys. Next door, in **WORKING**, you'll find out how to get a great job in B.C.'s thriving economy, how to advance your career if you're already employed and how to stick-handle through the at-times complex issues in the modern workplace. And **SUNDAY HOMES** reflects the booming real estate market.



In **E-TODAY**, movie writer Glen Schaefer fills you in on the always hip and happening B.C. film and TV production business in *Behind the Screens*, while video game guru Paul Chapman steers you in the right direction for all the new games with his long-running *Power Play* page.

Along with the major destination features, the **SUNDAY TRAVEL** section includes a price-driven column on travel bargains, called *For As Little As...*, a column on travel trends, called *Travel Talk*, a reader-driven feature, *You Were There*, as well as *Celebrity Travel*, our regular, weekly travel poll and other timely stories and features.

880,200	55%	45%	33%	20%	\$73,761	43%	36%	72%	37%
TOTAL WEEKLY READERSHIP	MALE	FEMALE	AGE 35-49	SENIOR MANAGERS & PROFESSIONALS	AVERAGE HOUSEHOLD INCOME	HOUSEHOLD INCOME \$75K PLUS	SOME POST-SECONDARY	HOME OWNERS	ADULTS WITH CHILDREN AT HOME

SOURCE: NAD BANK 2005/2006

Peter Cathie-White

From Monday to Saturday, I wake up, get out of bed, and go straight to the door to pick up my copy of The Vancouver Sun. It's how I start my day – get the paper, make a cup of coffee and then spend 30 quiet minutes enjoying them both together. It's my main source for news because I choose what I want to read, when I read it, and at what pace. Plus I get to see what's on sale!

Director of Sales and Marketing,
Arts Club Theatre Company



AD CREATIVE

Advertising Opportunities

The Vancouver Sun and The Province are constantly striving to improve how we engage and interact with our reader. We've also become more innovative in the products and creative executions that we offer our advertisers. Here are some ideas that will have you looking at us in a whole new way. With more options than ever before, we can deliver more engaging ways for reaching your target audience. Hanging banners, fireplaces and islands are just a few of the possibilities.

CREATIVE EXECUTIONS

Section Front Banners	26	Teasers	31
Premium Positions	27	Own a Section	32
Flexform and Ghosting	28	Double Trucks	33
Island Ads	29	Branding Ads	34
Floating Banners	30	Innovative Ads	35
U Shaped Ads	30		

SECTION FRONT BANNERS

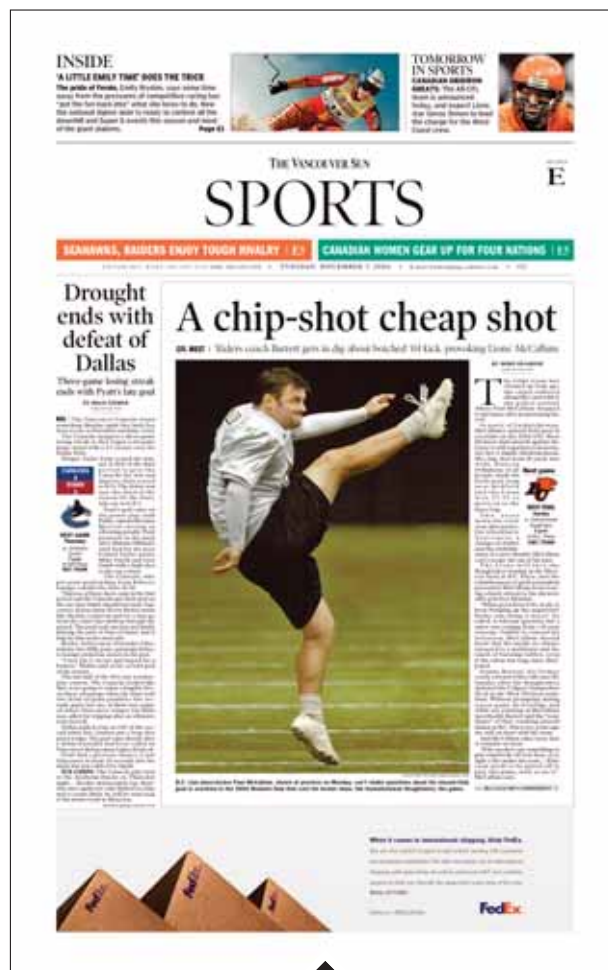
With high impact, a section front banner puts your message front and centre with our readers. Banners give you exclusivity, visibility and a targeted audience.

The Vancouver Sun:	
10 columns x 30 lines on Front Page	must be full colour
10 x 40 Westcoast	25% premium
10 columns x 40 lines all other section fronts	15% premium

Available on Front Page, Westcoast, Arts & Life, Sports, Business BC, Keeping Track, Travel, At Home, Driving, West Coast Homes, Classifieds, Comics, TV Times Today, Working, Eat/Drink, In The Garden and Movie Listings

The Province:	
9 columns x 25 lines on outside back page	25% premium
9 columns x 30 lines all other section fronts	15% premium
5 columns x 44 top of page on Live It	15% premium
9 columns x 30 lines on Page 3 Entertainment	

Available on Health, Sports, Inside Sports, Weather, Breakfast Briefings, Money, Working, Coffee Break, Classifieds, Animals, Reading, Gadgets, Driving, Olympic Sports Page, Crossword (9x21), NFL Game Day, World Sports Page, Travel.



10 COLUMNS X 40 LINES ALL OTHER SECTION FRONTS

PREMIUM POSITIONS



PAGE 2 - 9 COLUMNS X 82 LINES



PAGE 3 MIN. 5 COLUMNS X 100 LINES, MAX 10 COLUMNS X 144 LINES



5 COLUMNS X 44 TOP OF PAGE ON LIVE IT



9 COLUMNS X 30 LINES ON PAGE 3 ENTERTAINMENT



PAGE 2 - 3 COLUMNS X 95 LINES

AD CREATIVE

The breaking news story of the day usually continues off the front page making the following pages highly desirable ad positions.

The Vancouver Sun:	
Page 2	3 columns x 95 lines 3 positions available

*Colour not available • 25% premium except Monday & Tuesday

Page 3	Min. 5 columns x 100 lines Max 10 columns x 144 lines
--------	--

*Limited colour availability • 25% premium under 10x144

The Province:	
Page 2	9 columns x 82 lines • 25% premium

Outside Back Page: The outside back page of a section gives you an anchor position, in full colour in a highly-targeted section. Check with us on availability.

FLEXFORM AND GHOSTING

FLEXFORM

Flexform ads use the newspaper page creatively. They grab the readers' attention and hold it. These unique spaces are an unusual way to stand out in the crowd, by differentiating your company from others.

GHOSTING

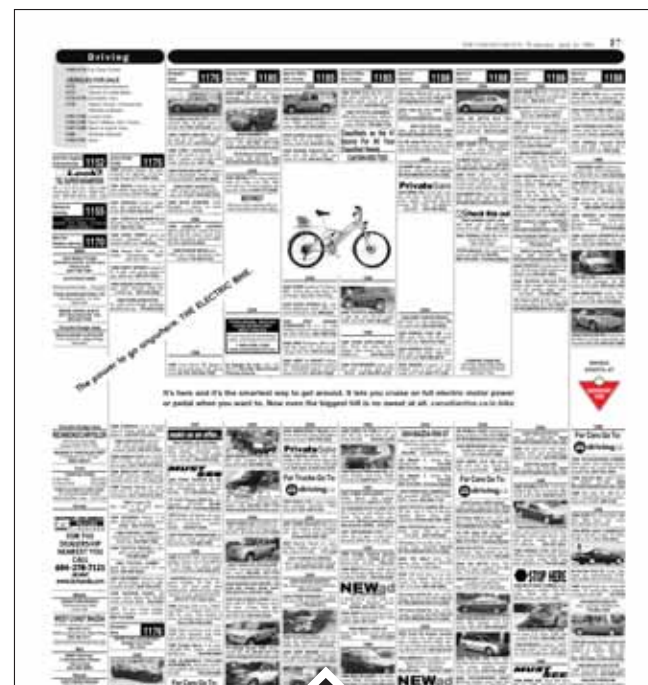
Ghosting is a subtle yet very effective marketing tool. It hits the readers between the eyes as they can't help but notice your ad.



FLEXFORM



GHOSTING



FLEXFORM

ISLAND ADS



ENTERTAINMENT LISTINGS ISLAND



STOCK ISLAND



EDITORIAL ISLAND PAGE

Positioned in the middle of the sports scores, stock listings or the movie page, an island ad draws the eye and focuses a reader's attention.

The Vancouver Sun:

Stock Island	3x, 4x, 5x, or 6x columns in width	
	45 lines minimum,	25% premium
	100 lines maximum depth	
Sports Island	3 columns x 50 lines	25% premium
Movie Island	4 inches x 80 lines	25% premium
Editorial Island		on request

The Province:

Stock Island	4 columns x 40 lines	25% premium
Sports Island	3 columns x 50 lines	25% premium
Entertainment Listings Island		
	3 columns x 50 lines	25% premium
Editorial Island		on request

FLOATING BANNERS

These banners give you the impact of a full page as there is no other advertising on the page, with the advantage of the reader spending more time on the page because editorial is above and below your ad.

Fireplace: Much like a floating banner, you're the only advertiser on the page with editorial on three sides of your ad.

FLOATING BANNERS

FIREPLACE

U SHAPED ADS:

This variation on a flexform ad can work extremely well.

U SHAPED ADS

TEASER CAMPAIGN

Keep them guessing. A teaser campaign piques interest and engages the reader.

AD CREATIVE

OWN A SECTION:

With your ads peppered throughout an entire section of the newspaper, you'll create a buzz with readers.

SCIENCE & HEALTH
Teens using painkillers purchased online: survey
 Super-sized coffees for the overstuffed set
Weight-loss surgeries on rise, medical journal claims
 Learn the tango with your music phone.
 TELUS mobility
 the future is trendy.

TELUS presents:
 6 New Year's Resolutions that are easy to keep.
 TELUS mobility
 the future is trendy.

DOUBLE TRUCKS:

Use the entire width of the newspaper to create amazing impact.

ON STAGE THEATRE
 DANCE
 COMEDY
 GET COAST TO COAST COVERAGE ON ONE OF OUR GORGEOUS PHONES.
 \$99
 \$169
 are you missing out?
 Virgin mobile

INTEGRATED CONTENT:

In some instances, we can integrate our content with yours. During World Cup, the "Picture of the Day" was integrated onto the Rogers phone in the banner ad on the same page.

Twenty die in seaplane crash in Florida
 Genes of mammoth sequenced
 Afghan parliament convenes for first time
 Snowboard team well-prepared
 Remember stuff
 Shave less.
 Remember, if these resolutions don't work out, there's always next year.
 Wear cleaner socks.
 TELUS

WORLD CUP PICTURE OF THE DAY
 French queen
 FIND IT
 CONTACT INFO
 Cheering goes mobile.
 LIVE OUT LOUD.
 ROGERS

MARKETS
 are you missing out?
 Virgin mobile

CREATIVE PAGE USE

White space, a creative use of the page and targeted positioning go a long way in making an impact.

AD CREATIVE

Christy Clark

The Province is a great read. It boasts some great reporters, and that means it's full of news - breaking news and excellent analysis of long-running stories. And, of course, it's always chock-full of provocative opinions that keep readers coming back.

Clark currently serves as a part-time radio talk show host in Vancouver, and editorial columnist for The Province.



Reaching your target market

The Vancouver Sun and The Province have a broad reach to an upscale audience. To target your message more specifically, run in sections that appeal to a narrower audience, such as the theatre goer in the Arts & Life section or a chef with the Food section. You can also use other vehicles

within the papers, such as the classified section, which is narrowly categorized; magazines; special features; and online. Whatever your target market, we have an effective way of reaching it with compelling content in various formats.

CREATIVE EXECUTIONS

Classifieds	38	Sports Stat Sponsorships	42
Preprinted Inserts	39	Newspaper In Education	42
Polybags	39	Magazines	43
TV Times	39	Advertorial	44
Online Advertising	40	Special Sections	45
The Digital Newspapers	41	Special Features Calendar	46
Global TV	41	Events	47
Sampling Programs	42	Ad Planning Calendar	48

TARGETING OPPORTUNITIES



BRANDING ADS

Small space ads are very effective at branding and are extremely cost efficient. They can be strategically placed throughout the paper.

Talk to us about a Top Of Mind Awareness (TOMA) program.



AN INVITATION TO INNOVATION



AD CREATIVE

Do consumers think of your business first? If they do, 91% are likely to do business with you.

There is a direct correlation between top of mind awareness and sales. If you use proper branding messages and advertise creatively and consistently over a long period of time, consumers will come to think of you first in your particular category of business.

When branding, you need to consider the following:

- Length of product cycle - days, weeks, months or years?
- Are you in a mature or non-mature category - Coke and Pepsi own their category which is considered mature
- Are you in a seasonal business?
- What are the strengths and weaknesses of your business?
- Develop a competitive analysis
- What's your point of difference - what benefit do you give the consumer?
- Do you own your category in the consumer's mind - in other words, what is your positive positioning statement?

Brand name recognition throughout your business' buying cycle ensures that when consumers need the type of products or services you offer, your business will be first in their minds. By building top of mind awareness today, you build the foundation for your business's success in years ahead.

It doesn't take a huge advertising budget to increase your branding. In fact, you could probably work within your current budget by reallocating dollars. Did you know that in the Lower Mainland, 48% of consumers already have a business in mind when they turn to the Yellow Pages? And 49% of consumers would call a business with a smaller ad in the Yellow Pages if they had already heard of the company. Sixteen percent of consumers don't use the Yellow Pages at all. So by reducing the size of your ad in the Yellow Pages and reinvesting it in a small space ad campaign in The Vancouver Sun and The Province, you'll be able to brand your business with virtually no increase in your advertising budget.

We'll be happy to work out a program individually tailored to your business' specific needs.

CLASSIFIEDS



B.C.'s number one online job network is Canada's fastest growing jobsite.

Working.com offers unparalleled reach across Canada and a uniquely tailored approach to target qualified applicants. Bolstered by the power of CanWest Media Works, working.com provides access to 3,000,000+ job seekers each month through 12 thriving metro newspapers; working.com on TV; Global television; and on canada.com, Canada's personalized news and information destination. Employers can be assured that their message is reaching even the most passive job seeker while job seekers are able to focus their search on job titles, sectors and specific regions.

WORKING SUPER SECTION

This bi-annual career initiative has become one of The Vancouver Sun's most anticipated employment sections of the year. In 2007, this special section will be published in January and September. With the backing of multi-media advertising, this feature is designed to ensure that the greatest number of qualified candidates will be aware of employer's hiring needs. Let readers know that your company is worth investigating when it comes to looking for their next career move.



Accelerate your auto sales with driving.ca, the online auto source for listings and information on new, used and rare vehicles.

Harness the power of Canada's most functional and comprehensive automobile website and give your customers an innovative way to get information and make decisions on their vehicle of choice. Driving.ca boasts fantastic sales options for dealers, including competitive quotes, a distance calculator for sales close to home, easy photo upload and ad enhancement capabilities, online editorial, consumer and road test reviews, full manufacturer specs, thousands of listings, and selling tips. This site is fully loaded!



The Vancouver Rental Market has never been more competitive. The more prospective renters that see your rental listing, the faster you will rent your property. Advertising on renting.ca in combination with The Vancouver Sun and The Province guarantees that your listing will reach thousands of potential tenants. You can enhance your ad with attractive photos, unlimited details, bolding and highlighting. Property managers can benefit from being a renting.ca subscriber and renters can enjoy the convenience of receiving email alerts. Renting.ca is the most powerful, convenient and effective rental website in the Lower Mainland.

FEATURED HOMES

Whether you're a private seller or a savvy realtor, Featured Homes gives you a competitive edge. This product enables the advertiser to place a visual and descriptive ad at an extremely low cost. Readers have a keen awareness of Featured Homes, and know that every Friday, Saturday, and Sunday, The Vancouver Sun and The Province Classifieds have the hot leads on the local real estate market.



Honour the lives of loved ones with a dignified online tribute.

Every obituary announcement published in The Vancouver Sun and The Province is posted on www.remembering.ca. Friends and family appreciate the opportunity to offer condolences as well as share in a lifetime of stories and photos. Remembering.ca is also a quick reference guide for Funeral Homes and Services.



Celebrate your Special Occasion with a full colour ad in the weekend editions of The Vancouver Sun and The Province and on www.celebrating.com.

Friends and family are able to sign your online guestbook, check your gift registry, and view your photo archive. Advertisers can join in the celebration with a variety of affordable online opportunities including seasonal sponsorships. If you're having a birthday, anniversary, graduation or other big event, celebrate it at Celebrating.

MERCHANDISE FOR SALE

You might hate it, but someone else will love it! Place your free classified ad in The Vancouver Sun and The Province and have your ad posted on our classifieds.canada.com website. Join the most trusted Classified Community Marketplace in BC. Call us to place your free three-line, private party ad for three days in our Merchandise For Sale section today!



PREPRINTED INSERTS

Make sure that your inserts are carried in the most valued and exclusive vehicles - The Vancouver Sun and The Province.

Exclusivity

The Vancouver Sun and The Province carry a limited number of inserts, giving advertisers the best exposure and consumer attention. The Vancouver Sun and The Province are also sought-after, paid products, delivered by adult carriers, so they're assured to be looked at. Your insert will be delivered by 6 a.m. on the day you want. Advertisers can also be confident of delivery to the vast majority of restricted access buildings.

SPECIFICATIONS

Please contact your account executive for a copy of our insert specifications or find them online at www.png.canwest.com.



POLYBAGS

Getting a sample of your product into the hands of potential customers induces them to become regular purchasers. Polybags provide a terrific vehicle for distributing samples as they are delivered with the newspaper, which is welcomed into the home. Because the polybag surrounds the newspaper with your advertising message, it generates 70 per cent brand recall and over 45 per cent trial.

TV TIMES

TV Times is the most widely read magazine in Greater Vancouver. TV Times now has more stories, special features and complete listings than ever before.

Reach 237,700 affluent readers* and channel your advertising budget to TV Times.

*NADBANK 2005



TARGETTING

ONLINE ADVERTISING



When Lee Kum Kee wanted to promote their sauces and encourage consumers to sign-up for their newsletter, they used an online banner on our newspaper websites. The 100,000 impressions they ran resulted in 800 consumers signing up. That doesn't even count the number of people who clicked through to their website.

THE VANCOUVER SUN AND THE PROVINCE ONLINE

With more than 75% of Greater Vancouver adults going online everyday, website advertising is fast becoming an important ingredient in your media mix and extends your reach against a younger demographic, cost effectively with guaranteed exposure.

- The Vancouver Sun site has over 400,000 unique visitors per month and 46% of those visitors are exclusive; they're not reading the print version of the paper
- The Province site has over 205,000 unique visitors per month with 29% being exclusive readers
- Newspaper website users tend to be younger, better educated and more ethnically diverse compared with online audiences in general
- Online activity has a high influence on offline shopping. This influence tops 60% in categories such as cars, appliances, furniture/home and garden, and food/groceries

When a story breaks in Vancouver, for updates throughout the day, readers turn to the authoritative news source, The Vancouver Sun and The Province websites.

Profile of a www.vancouversun.com reader:

- 59% are 18 – 44
- 50% have a household income over \$60K
- 56% are male and 44% are female
- 41% have kids at home

Profile of www.theprovince.com reader:

- 45% are 18 – 44
- 59% have a household income over \$60K
- 51% are male and 49% are female
- 34% have kids at home

SOURCE: COMSCORE MEDIA METRIX, APRIL TO JUNE 06 AVERAGE



KNOW MORE. BUY BETTER.

We've taken The Vancouver Sun's and The Province's advertising in-paper and put it online, where it is fully searchable. This unique and powerful resource enables our readers to make the right buying decisions for fashion, electronics, real estate, home and garden, sports equipment, entertainment, jewellery and much more.

ONLINE ADVERTISING OPPORTUNITIES

- Leaderboards deliver a prime location and accommodate more content for larger creative and branding
- Skyscraper ads remain visible as the viewer scrolls down the page
- Big Box Ads offers a large creative space, while delivering high frequency and content targeting opportunities
- Impulse ads allow you to buy by time frames rather than impressions
- Contests are immediate and interactive, allowing you to build a data base of your target market



EXPANDING LEADERBOARD



THE DIGITAL NEWSPAPERS

The Vancouver Sun and The Province released a vastly improved version of the online newspaper on December 1, 2006. Not only is it easier to read online, but it is also loaded with new options.

- Downloadable to 3 devices including your computer and mobile device.
- Magnify your graphic and type for easy reading.
- Save or send articles to a friend or colleague.
- Search and read 11 leading Canadian newspapers.
- Access up to 7-days of digitally archived back issues.
- Manage your email alerts so you know when your new edition has arrived
- Hear every story read aloud.
- Translate any story into 12 different languages.

Once registered, this digital newspaper is free to full week print subscribers or anyone can sign up for your free 7-day trial at www.vancouversun.com/digital or www.theprovince.com/digital

GLOBAL TV

ABOUT US

Here in British Columbia, Global operates from studios on 7850 Enterprise Street, Burnaby. Our first broadcast from this building aired October 31, 1960. Since then we've expanded our operations to produce 45.5 hours of award-winning news programming with ratings far surpassing the main competitor's, from early morning to late evening. The multiple-award winner and esteemed Global National's anchor and Executive Editor, Kevin Newman, also hosts Current, a one hour independently produced documentary on issues affecting Canadians. Our primetime boasts the most-talked-about and ratings-winning programming, such as 24, Prison Break, House, Brothers and Sisters, Heroes, Deal or No Deal, Survivor, The Simpsons, Family Guy and Gilmore Girls. Serving British Columbians since 1967, Global BC is an outstanding corporate citizen. Not only do we inform and entertain, we participate in a



wide range of community activities, the Children Variety Telethon and Children's Hospital Miracle Telethon being the two biggest.

Steve Darling

Morning News Anchor, Global BC TV

The Province usually covers some exclusive story that piques our interest. Newspapers can give more depth than we can in television. I like to be informed, and the papers are a way to stay informed, seven days a week.

PRODUCTION SERVICES

Global BC offers production services from concept to completion. We offer creative solutions to help achieve sales and marketing goals. Our innovative ideas deliver results for all levels of advertising campaigns be it retail, non-profit and integrated.

TARGETING

SAMPLING PROGRAMS



With The Vancouver Sun and The Province's Sticker program, you can put your brand on the front page of the newspaper. Purchase up to 3,000 copies of either newspaper and we will hand it out to people at various high traffic locations. Or we can arrange for a home delivery program. Combine this offer with your advertising campaign and you'll increase the recognition of your brand.



SPORTS STAT SPONSORSHIP

You may not be able to own an NHL franchise team but you can own the Canucks' highlights from last night's game through a sponsorship of the sports stats. By being the presenting sponsor of a particular sports stat, you'll be top of mind with sports enthusiasts, especially when they're in the market for your product or service.



NEWSPAPER IN EDUCATION

The Newspaper In Education program is dedicated to promoting literacy in our community by providing educators with materials to assist in teaching reading, writing and thinking skills through the use of the newspaper.

Our advertisers have the opportunity to sponsor educational programs for use in schools throughout B.C. This sponsorship opportunity is a great way to connect with the community and position your brand as supportive of education throughout the province. Sponsor a local school, community or provincial program. Contact our NIE Coordinator at 604-605-2726 today for details.

MAGAZINES

WESTCOAST HOMES & DESIGN MAGAZINE – The quintessential source of information for purchasing a new home in today's B.C. housing market. This revamped and restyled magazine brings you comprehensive information and features from real estate trends to market watch, interior decorating to landscaping. We provide tools that readers need to make informed buying decisions. In addition to the 25,000 copies distributed each month at more than 600 locations throughout the Lower Mainland such as The Royal Bank, Chevron Town Pantry, IGA Marketplace, real estate offices and SkyTrain stations, advertising in Westcoast Homes & Design now includes two weeks of coverage on Global Television. Four times a year, 250,000 additional copies are inserted into The Vancouver Sun and The Province.



SUPER CAMPING – RV camping enthusiasts have relied on Super Camping for more than 18 years to provide them with detailed camping information in B.C. For the fifth year, B.C. Lodging and Campgrounds Association is partnering with The Vancouver Sun to produce 300,000 copies on March 21, 2007. More than 700,000 camping aficionados will read this magazine.

THE 2007 GOLF GUIDE glossy magazines will be distributed with The Vancouver Sun and The Province in early April to more than 300,000 households. This comprehensive informative publication will appeal to golfers at all levels. Our Golf Guide will highlight what's new on the courses as well as what's new in the pro shops. Tips from the pros, equipment reviews, and our famous annual guides to golf courses and green fees throughout British Columbia will all be featured.

AD SIZES FOR GLOSSY MAGAZINES

Full page with bleed	8.0625" x 9.5625"
Full page no bleed	7.25" x 9"
Half page horizontal	7.25" x 4.375"
Half page vertical	3.5" x 9"



ADVERTORIAL

ADVERTORIAL PROFILE

Whenever you launch a new product, store or service, you need to introduce yourself to the marketplace. An Adveritorial profile page can increase the value of your advertising. With ten days notice, we can build a full or half page (half-pages available only in The Vancouver Sun). Within this feature page, the ad portion makes up at least 50 per cent of the space and the advertorial portion takes the remaining.

CORPORATE MESSAGING

With a Community Report special section, you can profile your industry, celebrate a special event or anniversary, create awareness around a trade show, publish a corporate annual report or even educate the public on issues such as cancer prevention. Ask your account executive for details on how we can help make your corporate communications and public relations more powerful.

SPECIAL SECTIONS

Special sections in The Vancouver Sun and The Province allow advertisers to target specific readers with special interests, at key times of the year. Special features generate traffic and sales with their added impact. Each feature covers a subject or event of interest to a specific segment of readers, allowing the opportunity to target potential customers.

There are many features targeting health, such as Heart Month in February, a Canadian Diabetes feature in November and Dental Month in April. National initiatives are Travel and Loyalty, RRSPs, Home Electronics and Small Business Week.

There are a variety of automotive choices, from the official Pacific Auto Show guide in the spring to fall's Automotive Preview to the monthly Driving Life section.

For the sports fan there are special sections on the Canucks and NHL throughout the season.

Blitz, a pre-game warm up for every BC Lion's home game, sets the stage for the upcoming game, profiles the visiting team and provides readers with everything they need to know about their football team.

Readers tend to keep these special sections for a longer period of time to use as a reference.

Ad Sizes for Blitz are same as Province ad sizes

TARGETTING

SPECIAL FEATURES CALENDAR - 2007

JANUARY

Automotive Outlook
Motorcycle Show
Education Life
Babies of the Year
Working Super Section
Westcoast Homes & Design
Weedless Wednesday
Insider's Edge
Annual Horoscopes
Weddings
Spring Arts Preview
Seniors Living

FEBRUARY

Boat Show
RRSP I & II
Engineering Week
Georgie Awards
Insider's Edge
Romantic Gifts and Getaways
Great SUV Drives
Vancouver's Top Realtors
Wellness Show
Weddings
Westcoast Homes & Design Magazine
Heart Month
Chinese New Year
Superbowl
Countdown to 2010 Winter Olympics
Sustainability
Consumers Choice Awards

MARCH

Spring Style
Super Camping
Vancouver International Auto Show
Private Post-Secondary Education
Westcoast Homes & Design Magazine
Insider's Edge
Celtic Festival
30 Days of Sustainability
Small Business
BC Pharmacy Week
Career Fair

APRIL

Auto Show Review
Golf Guide
Summer Camps
Earth Day
Parade of New Homes
Telus Ski & Snowboard Festival
Insider's Edge
Cosmetic Rejuvenation
Westcoast Homes & Design Magazine
Loyalty & Rewards
Sun Run
Auctionmart Catalogue
Home Renovations
Summer Travel

MAY

Memorial Cup
BMO Vancouver Marathon
BC Getaways
Gardening Feature
Children's Festival
Westcoast Homes & Design Magazine
RV Lifestyles & Destinations
Careers in Nursing
Seniors Living
Grad Feature
Spring/Summer Vehicle Maintenance Guide
Sustainability
Inheritance & Wealth
South Granville

JUNE

The Vancouver Sun Garden Show
TD Canada Trust Jazz Festival
Island Living
Private Post-secondary Education
Westcoast Homes & Design Magazine
BC Lions
Dragon Boat Festival
Farmers Markets
Parade of Renovated Homes
Okanagan Living
Blitz
Canada Day
Careers – Trades and Technical
Patio Dining
Destination 2007
FIFA U20 World Cup

JULY

Fireworks
Merritt Mountain Music Festival
Festival Vancouver
Sustainability
Blitz
Men's U19 World Basketball Championship
Whistler
Westcoast Homes & Design Magazine

AUGUST

Back To School
Education Life
Westcoast Homes & Design Magazine
Super Dogs
Blitz
Fall Sports Schedule

SEPTEMBER

Chartered Accountants
Insider's Edge
Raise A Reader
Fall Style
Blitz
Fall Arts & Entertainment Preview
Westcoast Homes & Design Magazine
South Granville
Seniors Living
Taste of Yaletown
Travel & Loyalty
Automotive Outlook
Working Super Section

OCTOBER

Fall/Winter Car Care
Career Search
Insider's Edge
Canucks Preview
Small Business Week
Charitable Giving & Estate Planning
Blitz
Fall/Winter Travel Destinations
Westcoast Homes & Design Magazine
Working Super Section
BusinessBC 100
Parade of New Homes

NOVEMBER

Higher Learning
Holiday Magic
Insider's Edge
Grey Cup
Holiday Gift Guide
Washington State Home Electronics
Christmas Movie Preview
Westcoast Homes & Design Magazine
Sustainability
Georgie Finalists
Auto Preview 2008
Winter Fun

DECEMBER

Holiday Dining
Insider's Edge
Christmas on South Granville
Christmas Lights Guide

EVENTS

Career Search – Employment and Education Fairs all in one. These semi-annual career and employment fairs attract thousands of high caliber candidates. An extraordinary advertising package means that you'll be reaching prospects through The Vancouver Sun, The Province, Global and on working.com.

BusinessBC 100 Breakfast – Sold out crowds attend the unveiling of our Top 100 list and enjoy CEOs of top companies being interviewed by our very own securities columnist, David Baines. Advertise in the BusinessBC 100 and enjoy exposure at this must attend event on the Vancouver business calendar.

The Vancouver Sun Garden Show – 2007 will be the inaugural Vancouver Sun Garden Show taking place June 7 - 10 at VanDusen Gardens. This will be the largest outdoor garden show in North America. With The Vancouver Sun and The Province reaching 70% of gardeners in the Lower Mainland in the average week, this event is sure to be a sell out.

Vancouver Sun Run – This is the largest 10K run in Canada, and the second largest in the world, with 2006 seeing more than 50,000 registered participants. Training tips and clinics start early in the year with the event taking place on April 15, 2007.

Raise A Reader – each year in late September, some 450 volunteers are on the streets of Greater Vancouver raising money for literacy in British Columbia. Since 1997, British Columbians have raised almost \$2.5 million. One hundred per cent of donations, combined with those from our generous sponsors, corporate benefactors and the matching funds from the province, goes to family literacy.

*Have other ideas that you don't see here?
Give us a call at 604-605-2478.*

We'd love to work with you to explore other creative options.



VANCOUVER SUN RUN



BUSINESSBC 100 BREAKFAST

Mary McNeil

"I turn to The Vancouver Sun first thing every morning. It is an essential part of my day. I depend upon The Sun to keep me up to date on what is happening in Vancouver and B.C. – business, community, as well as news of our donors, and a "must read" for those of us in the fundraising business is Malcolm Parry! The paper has information that is important to the BC Cancer Foundation, and often to me personally."

President and CEO
BC Cancer Foundation

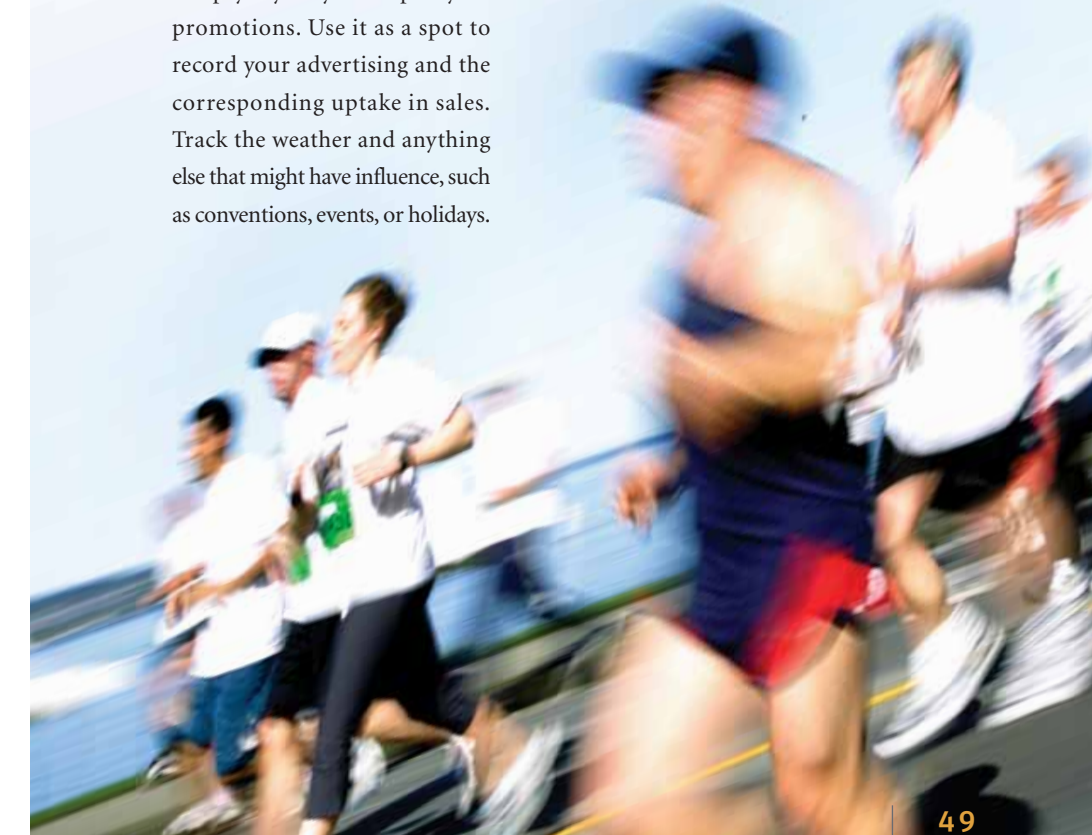


CALENDAR

Planning Calendar

Our calendar is more than just days and months. It's a tool for budgeting, planning and tracking your advertising. It lists the day exchange and pay days so you can plan your promotions. Use it as a spot to record your advertising and the corresponding uptake in sales. Track the weather and anything else that might have influence, such as conventions, events, or holidays.

*"If you fail to plan...
then you plan to fail."*



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	New Year's Day			
	Polar Bear Swim English Bay Non-publishing Day	1	2	3 6% 4
7	Schools Reopen	8	9	10 8% 11
14	Martin Luther King, Jr. Day (U.S.)			
			Weedless Wednesday	
21		22	23	24
				Vancouver Motorcycle Show Jan. 25 - 28
28		29	30	31

FRIDAY	SATURDAY
14% 5	6
	Wedding Fair Jan. 6 - 7 Westin Bayshore
14% 12	13
Fraser Valley Spring Home Show Jan. 19 - 21	20
21% 26	27

Online Auction LAST DAY!
 1. ...
 2. ...
 3. ...
LAST CHANCE TO BID!
 PLACE YOUR BID NOW!
AUCTION ENDS 10 P.M. TONIGHT!
 THOUSANDS OF ITEMS TO BID ON!
OVER \$10 MILLION IN MERCHANDISE
 auctionmart.canada.com

AUCTIONMART

Now is the time to start planning ahead to Auctionmart. Auctionmart provides advertising space at wholesale costs. It allows retailers to drive new revenues, maximize advertising budgets, preserves cash flow and is a huge promotion in the Greater Vancouver Marketplace. Decide which items will go up for auction, and then contact your Advertising Account Executive. Auctionmart takes place April 18 through April 27, with a deadline of March 14.

DAY EXCHANGE

Gain: Wednesday
Lose: Sunday

MONTHLY PLAN & RESULTS

Total Budget _____
 Contract Line Rate _____
 Total Linage Budget _____
 Colour Budget _____
 _____ Plan Actual _____
 Sales \$ _____
 Ad Budget \$ _____
 # of Ads _____
 # of Lines _____

COMMENTS:

JANUARY IS ALZHEIMER AWARENESS MONTH

DECEMBER 2006							FEBRUARY 2007						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2					1	2	3
3	4	5	6	7	8	9	4	5	6	7	8	9	10
10	11	12	13	14	15	16	11	12	13	14	15	16	17
17	18	19	20	21	22	23	18	19	20	21	22	23	24
24	25	26	27	28	29	30	25	26	27	28			
31													



FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
				12% 1
Superbowl 4	5	6	Vancouver International Boat Show BC Place Feb. 7 - 11 7	8% 8
			Valentine's Day	
11	12	13	14	28% 15
Chinese New Year (Year of the Pig)	Presidents' Day (U.S.)	Mardi Gras	Ash Wednesday	
18	19	20	BC Home & Garden Show Feb. 21 - 25 21	22
25	26	5% 27	6% 28	

FRIDAY	SATURDAY
Groundhog Day	
15% 2	Motor Spectacular 3
14% 9	10
15% 16	17
14% 23	National Engineering Week Feb. 24 - March 4 24

THE ONE MINUTE ADVERTISING BUDGET TEST

This simple test will help you determine how much to budget for advertising. Next to each category, check one of the three answers. Add up the points and see below for the answer.

I am in a location that has:

- High traffic1 point
- Average2 points
- Low3 points

My store's awareness in the marketplace is:

- High awareness1 point
- Average2 points
- Low3 points

Amount of competition:

- Few competitors1 point
- Average2 points
- Many3 points

My store concept has emphasis on price:

- Little emphasis1 point
- Average2 points
- High3 points

4 - 7 points = Advertising investment should be 3 - 4 per cent of sales

8 - 11 points = Advertising investment should be 4 - 5 per cent of sales

12 points = Advertising investment should be 5 - 7 per cent of sales

Source: NAA

MONTHLY PLAN & RESULTS

Total Budget _____

Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

Plan Actual

Sales \$ _____

Ad Budget \$ _____

of Ads _____

of Lines _____

COMMENTS:



FEBRUARY IS HEART MONTH

JANUARY 2007

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MARCH 2007

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
				RRSP Deadline 12% 1
				International Women's Day
4	5	6	7	8% 8
Daylight Savings Time Begins 11	12	13	Vancouver Celtic Festival March 14 - 18 14	Humdinger RV Extravaganza March 15 - 18 27% 15
18	Spring Break Mar. 19 - 23 19	20	21	8% 22
25	Vancouver Playhouse International Wine Festival Mar. 26 - April 1 26	27	28	10% 29

FRIDAY	SATURDAY
Wellness Show March 2 - 4 Fraser Valley Boat & Sportsman Show Mar. 2 - 4 43% 2	3
BC Log Home Timber Frame & Country Living Show Mar. 9 - 11 14% 9	10
	St. Patrick's Day
15% 16	17
15% 23	24
Vancouver International Auto Show March 30 - April 8 43% 30	31

THE FOUR STEP ADVERTISING PLAN

- Forecast your annual sales
- Forecast your monthly sales
- Forecast your monthly advertising investment
- Determine how you should schedule ads within the month:
 - Note paydays
 - Be aware of heavy traffic days
 - Check your seasonal sales charts and promote items before the natural selling season ends
 - Emphasize frequency before ad size to reach greater numbers of your target market
 - Seek co-op dollars from your suppliers
 - Take advantage of special promotions from The Vancouver Sun and The Province such as Power Buying Days, Auctionmart, Shopper's Edge, Go Mexico and special features
 - Chart results

Source: NAA

DAY EXCHANGE

Gain: Saturday
Lose: Wednesday

MONTHLY PLAN & RESULTS

Total Budget _____

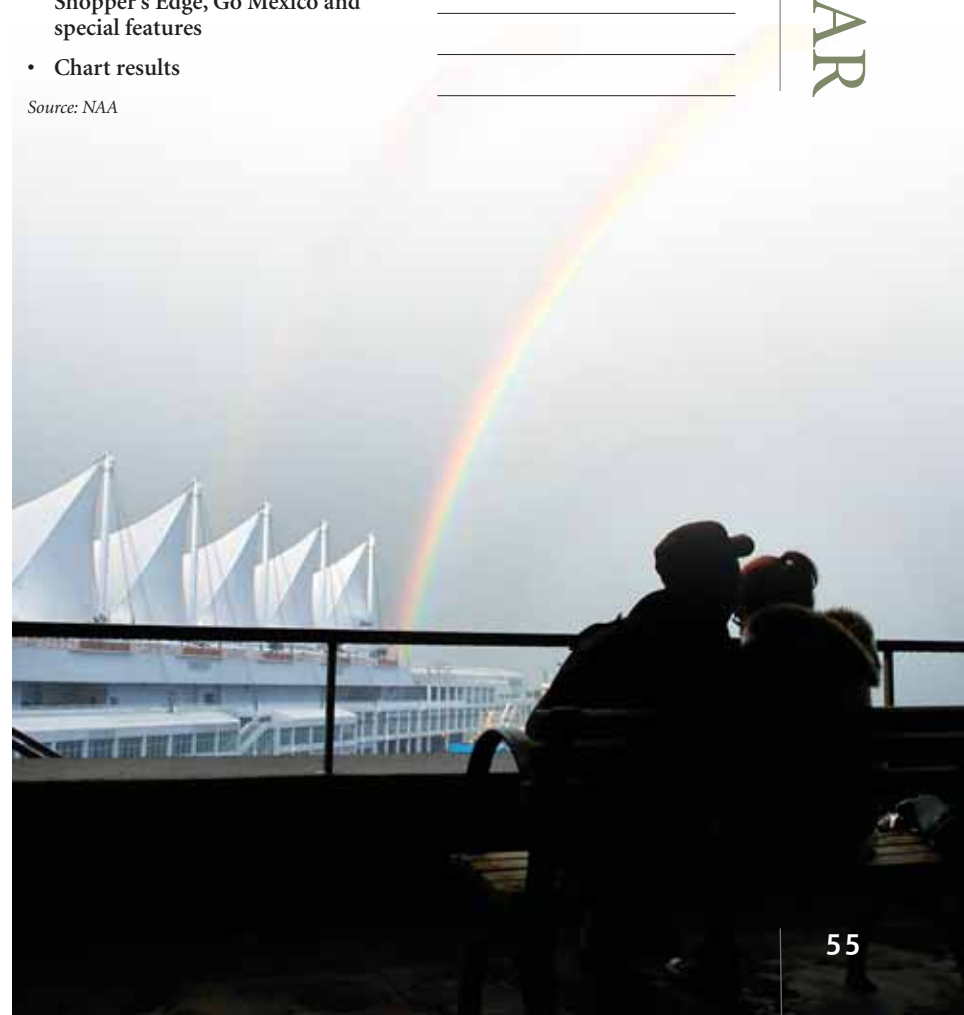
Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

	Plan	Actual
Sales \$	_____	_____
Ad Budget \$	_____	_____
# of Ads	_____	_____
# of Lines	_____	_____

COMMENTS:



MARCH IS RED CROSS MONTH

FEBRUARY 2007							APRIL 2007						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28				29	30					

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Palm Sunday		First Day of Passover		
April Fools Day 1	2	9% 3	7% 4	22% 5
Easter Sunday	Easter Monday			
8	9	10	11	9% 12
The Vancouver Sun Run 15	16	17	18	8% 19
Earth Day				
22	23	24	Administrative Professional's Day 25	9% 26
29	20% 30			

FRIDAY	SATURDAY
Good Friday	World Health Day
6	7
Vaisakhi	
Telus World Ski & Snowboard Festival April 13 - 22 34% 13	Vaisakhi Parade Vancouver & Surrey 14
14% 20	21
16% 27	28

WHAT TO LOOK FOR IN A CO-OP PLAN

1. Accrual – The amount of co-op money available to the retailer for advertising.
2. Accrual period – When co-op funds are earned and when they can be used.
3. Participation – The manufacturer's share of the advertising cost.
4. Requirements from the manufacturer – The rules the manufacturer sets up for its particular plan.
5. Performance period – The time period in which a particular co-op plan is in effect.
6. Claim – A request for reimbursement to the manufacturer that is filed by the retailer. The Vancouver Sun and The Province can directly bill the manufacturer for their portion of the advertising.

Source: NAA

DAY EXCHANGE

Gain: Monday
Lose: Saturday

MONTHLY PLAN & RESULTS

Total Budget _____
 Contract Line Rate _____
 Total Linage Budget _____
 Colour Budget _____
 _____ Plan Actual
 Sales \$ _____
 Ad Budget \$ _____
 # of Ads _____
 # of Lines _____

COMMENTS:



APRIL IS NATIONAL CANCER MONTH

MARCH 2007

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MAY 2007

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAY

THE VANCOUVER SUN

The Province

2007 AD PLAN CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
		8% 1	7% 2	10% 3
Vancouver International Marathon 6	7	8	9	9% 10
Mother's Day				
13	Vancouver International Children's Festival May 14 - 21 14	21% 15	16	Mastercard Memorial Cup May 17 - 27 8% 17
	Victoria Day			
20	Non-publishing Day 21	22	23	9% 24
	Memorial Day (U.S.)			
27	28	29	21% 30	Bard on the Beach May 31 - Sept. 23 11% 31

FRIDAY	SATURDAY
	Cinco de Mayo
Interior Design & Urban Living Expo May 4 - 6 24% 4	5
15% 11	12
Cloverdale Rodeo May 18 - 21 14% 18	Hyack Festival May 19 - 27 19
Eat Vancouver May 25 - 27 15% 25	26

IDENTIFY YOUR TARGET MARKET

The Vancouver Sun and The Province's Research Department, through the use of NADbank, can assist you in clearly defining your target market. As an example, we can tell you the following about grocery shoppers:

- There are 1,400,7000 Grocery Shoppers in Greater Vancouver
- 42% are male and 58% are female, with an average age of 47
- Their average household income is \$68,264
- 36% are university graduates
- 34% have children and 67% are homeowners
- In the average week, 69% of them will have read The Vancouver Sun and/or The Province
- 27% live in Vancouver, 10% on the North Shore, 14% in Burnaby/New West, etc...
- The average amount they spend on groceries is \$109 per week
- They mostly shop in grocery stores (98%)
- 52% will buy non-branded items regularly
- 20% will use "cents-off" coupons regularly

Ask your Advertising Account Executive to build a profile of your target market.

Source: NADbank 2005

DAY EXCHANGE

Gain: Thursday
Lose: Monday

MONTHLY PLAN & RESULTS

Total Budget _____

Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

	Plan	Actual
Sales \$	_____	_____
Ad Budget \$	_____	_____
# of Ads	_____	_____
# of Lines	_____	_____

COMMENTS:



MAY IS MULTIPLE SCLEROSIS AWARENESS MONTH

APRIL 2007

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JUNE 2007

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JUNE

THE VANCOUVER SUN

The Province

2007 AD PLAN CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Environment Week June 3 - 9 3	7% 4	5% 5	6	The Vancouver Sun Garden Show VanDusen Gardens June 7 - 10 7 9%
10	11	12	13	8% 14
Father's Day				First Day of Summer
17	18	19	20	9% 21
24	25	26	27	8% 28

FRIDAY	SATURDAY
25% 1	Hats Off Day Burnaby 2
15% 8	9
33% 15	Alcan Dragon Boat Festival June 16 - 17 16
TD Canada Trust Vancouver International Jazz Festival June 22 - July 1 22 16%	23
Schools Close for Summer Williams Lake Stampede June 29 - July 2 29 38%	30



SHOPPER'S EDGE

For eight weeks this summer, we'll be delivering the Shopper's Edge message to our readers – your customers. Give your summer advertising an Edge with added frequency and awareness! Promote your edge whether it is selection, price, quality or brand names. Earn points and convert them into bonus advertising.

Simply meet or exceed last summer's advertising commitment and you're in!

DAY EXCHANGE

Gain: Saturday
Lose: Thursday

MONTHLY PLAN & RESULTS

Total Budget _____

Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

Plan Actual

Sales \$ _____

Ad Budget \$ _____

of Ads _____

of Lines _____

COMMENTS:



JUNE IS ALS AWARENESS MONTH

MAY 2007							JULY 2007							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4	5	1	2	3	4	5	6	7
6	7	8	9	10	11	12	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	22	23	24	25	26	27	28	
27	28	29	30	31			29	30	31					



AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
			9% 1	11% 2
	B.C. Day			
5	Non-publishing Day Festival Vancouver Aug. 6 - 19 6	7	8	8% 9
12	13	14	15	9% 16
19	20	21	22	Wooden Boat Festival August 23 - 26 23 8%
26	27	28	29	25% 30

FRIDAY	SATURDAY
27% 3	4
Abbotsford Air Show August 10 - 12 10 14%	11
Weekend to End Breast Cancer August 17 - 19 17 14%	Pacific National Exhibition August 18- September 3 18
15% 24	25
25% 31	



DAY EXCHANGE

Gain: Friday
Lose: Tuesday

MONTHLY PLAN & RESULTS

Total Budget _____

Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

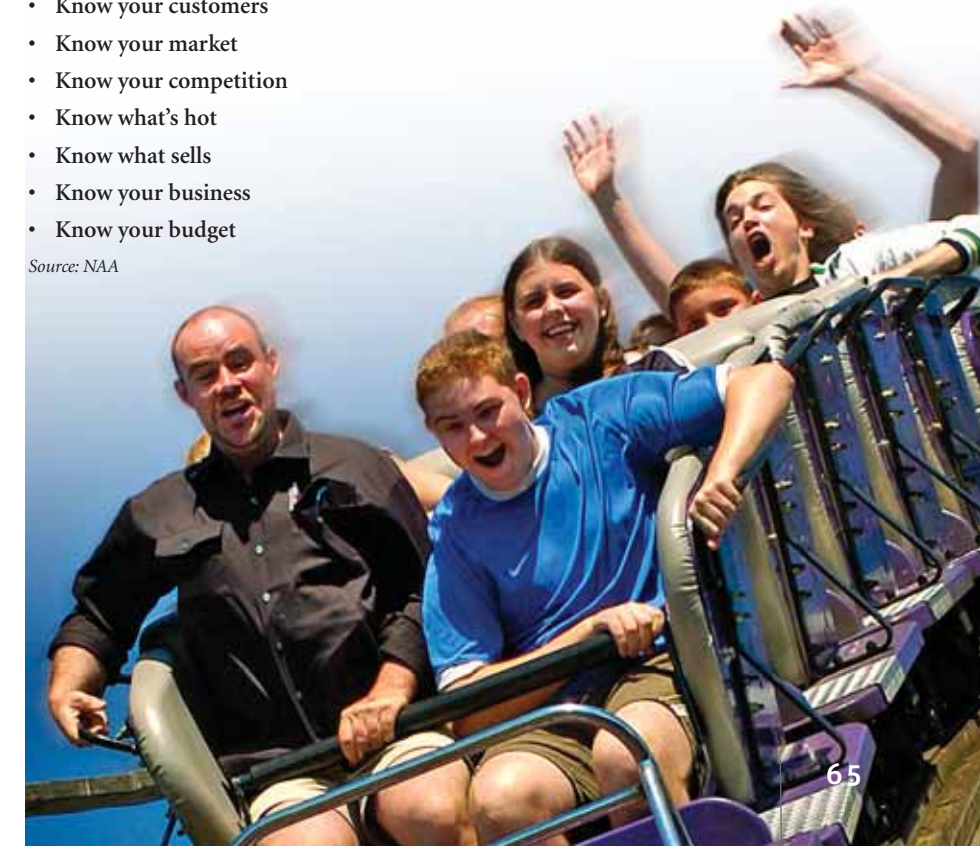
	Plan	Actual
Sales \$	_____	_____
Ad Budget \$	_____	_____
# of Ads	_____	_____
# of Lines	_____	_____

THE SCIENCE OF A GOOD AD

Good ads start with sound marketing: the science of a good ad. So, before you even think about copy or layout, you must first develop an on-target marketing strategy. To do so, you need to:

- Know your customers
- Know your market
- Know your competition
- Know what's hot
- Know what sells
- Know your business
- Know your budget

Source: NAA



SHOPPER'S EDGE

JULY 2007

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2007

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	Labour Day			
2	Vancouver Triathlon 3	First Day of School 4	10% 5	11% 6
			First Day of Ramadan	First Day of Rosh Hashanah
Ismaili Walk 9				9% 13
Terry Fox Run 16	CanWest Comedy Festival Sept. 17 - 23 17			8% 20
First Day of Autumn 23				
CIBC Run for the Cure 30				Raise A Reader Day 9% 27

FRIDAY	SATURDAY
	1
15% 7	8
34% 14	15
	Yom Kippur
14% 21	22
31% 28	29

GOOD LAYOUT = GREAT ADS

The layout of your ad is capable of adding impact, clarity – even excitement - to your advertising message. A good ad:

- Is well-organized and attracts the reader's eye using the basic principles of advertising design: proportion, balance, contrast, movement and unity
- Features a dominant element, such as a photo, to grab the reader's attention and convey the message at a glance
- Uses white space effectively
- Uses no more than three typefaces
- Uses either spot-colour or four-colour photos or illustrations to grab the reader's attention
- Draws the reader's eye to your logo

The Creative Department at The Vancouver Sun and The Province will work with you to develop an effective ad – free of charge

Source: NAA

DAY EXCHANGE

Gain: Sunday
Lose: Friday

MONTHLY PLAN & RESULTS

Total Budget _____
 Contract Line Rate _____
 Total Linage Budget _____
 Colour Budget _____
 _____ Plan _____ Actual _____
 Sales \$ _____
 Ad Budget \$ _____
 # of Ads _____
 # of Lines _____

COMMENTS:



SEPTEMBER IS NATIONAL ARTHRITIS MONTH

AUGUST 2007

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

OCTOBER 2007

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



OCTOBER

THE VANCOUVER SUN

The Province

2007 ADD PLAN CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	5% 1	6% 2	6% 3	11% 4
	Thanksgiving			Last Day of Ramadan
7	8	9	10	Vancouver Home & Interior Design Show Oct. 11 - 14 9% 11
14	20% 15	Vancouver International Writers Festival Oct. 16 - 21 16	17	8% 18
21	22	23	24	9% 25
			Halloween	
28	29	19% 30	31	

FRIDAY	SATURDAY
26% 5	6
15% 12	13
14% 19	20
16% 26	27

TWELVE THINGS A GOOD AD DOES

1. Stops the reader from turning the page
2. Works like a good salesperson by telling potential customers what a product will do for them
3. Builds on a concept or idea
4. Sells a product's benefits rather than its features
5. Promotes the name of the store while visually creating an image for the store
6. Speaks to a specific group of people
7. Provides the facts a reader needs without providing too much information
8. Conveys its message simply
9. Is supported by good store management, in-store merchandising and good customer service
10. Remembers who the customer is and what makes that customer buy
11. Is news: Readers say advertising in newspapers is as important to them as other content
12. Sells answers to consumers' current needs – advertising sells to people's wants, not just their needs

DAY EXCHANGE

Gain: Wednesday
Lose: Sunday

MONTHLY PLAN & RESULTS

Total Budget _____

Contract Line Rate _____

Total Linage Budget _____

Colour Budget _____

Plan Actual

Sales \$ _____

Ad Budget \$ _____

of Ads _____

of Lines _____

COMMENTS:



OCTOBER IS BREAST CANCER AWARENESS MONTH

SEPTEMBER 2007

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

NOVEMBER 2007

S	M	T	W	T	F	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Hyack Santa Claus Parade The Province Empty Stock Fund Campaign starts 1
2	3	4	6% 5	11% 6	24% 7	8
			First Day of Hannukah			
9	10	11	12	Christmas at Canada Place Dec. 13 - 23 8% 13	29% 14	15
						First Day of Winter
16	17	18	19	20	15% 21	22
		Christmas	Boxing Day			
23	24					
	New Year's Eve					
30	31	Non-publishing Day	25	26	9% 27	28
					9% 29	30



DAY EXCHANGE

Gain: Monday
Lose: Friday

MONTHLY PLAN & RESULTS

Total Budget _____
 Contract Line Rate _____
 Total Linage Budget _____
 Colour Budget _____

	Plan	Actual
Sales \$	_____	_____
Ad Budget \$	_____	_____
# of Ads	_____	_____
# of Lines	_____	_____

PLANNING FOR 2008

Canadians are active online searchers and comparison shoppers, but only 56% of internet users actually purchase online*. Make sure that www.theprovince.com and www.vancouversun.com are included in your advertising plan so you're front and centre when consumers are thinking of buying, even if you don't have your own website.

*Source: eMarketer

COMMENTS:



DECEMBER IS CHRISTMAS SEAL MONTH

NOVEMBER 2007

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JANUARY 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Robert Fung

During the week I'm a headline skimmer; with a detailed run through the business section. On the weekend it's cover to cover, with my wife and I swapping sections as we go. The "New Homes" sections are a must for me. They provide great insight into what's happening in Greater Vancouver's multi-family Housing market. I also rely on The Sun as my source for what's going on in Vancouver.

President, Salient Group



Mechanical Specifications

THE FINE PRINT

Our newspapers are printed on modern MAN Roland presses at our printing facility in Kennedy Heights, Surrey. They rely on a sophisticated pre-set ink system, which imposes some technical requirements on electronic ad material submissions.

- Your ad can contain only the inks that you have booked through your account executive.
- B&W ads must not contain colour in any form.
- All images must be scanned for newsprint media.

We expect pagination-ready ad material to meet certain specifications:

GENERAL SPECS

- Material must be Macintosh compatible (QuarkXpress, Illustrator, Photoshop, PDF, Multi-Ad Creator)
- PDF – please see file specifications on our website. Select "PDF Information" from the Advertising menu, under technical

IMAGE FORMATS

- Use only TIFF or EPS
- JPEGs and DCS file formats are not acceptable.
- Scanned images must be 200 dpi or higher (depending on image type)
- All colour must be CMYK (convert Pantone, RGB and Indexed colour to CMYK)
- EPS files must be saved with a Macintosh preview and binary encoding (we cannot process JPEG encoding)

SCANNING INFO

- Line screen: 100 lpi/colour separation type: GCR
- Black generation: medium/black ink limit: 80%
- Total ink limit: 240%/highlight dot: 5%
- Shadow dot: 88%/UCA amount: 0%/dot gain: 34%

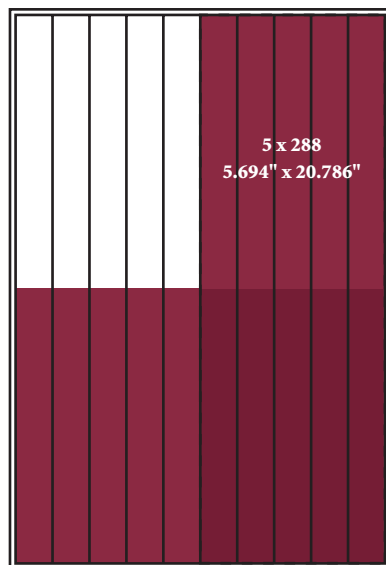
FILE SUBMISSION

- internet: www.png.canwest.com select 'ad file submission' from the menu on the left
- CD Rom, DVD Rom

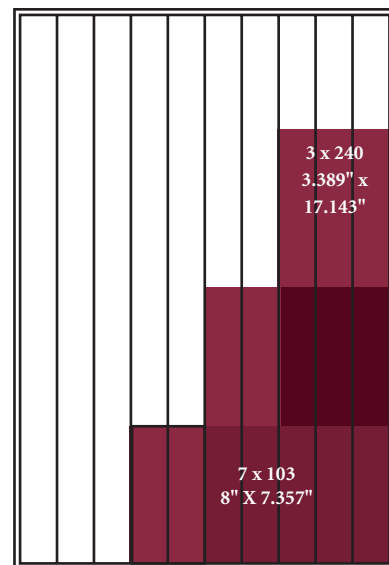
MECHANICALS & SPECIFICATIONS

Example ad sizes

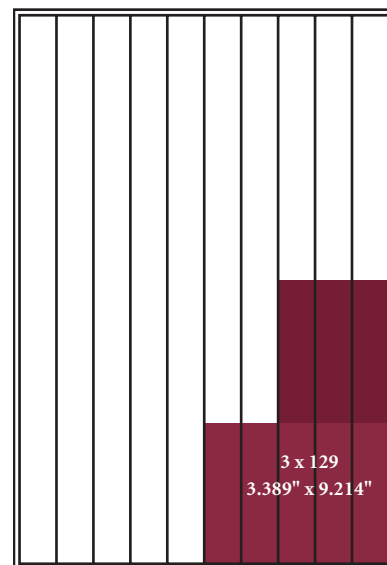
THE VANCOUVER SUN



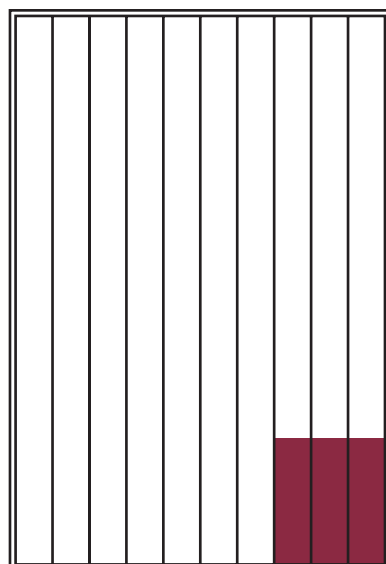
Half Page
10 col x 144 lines - 11.459" x 10.286"



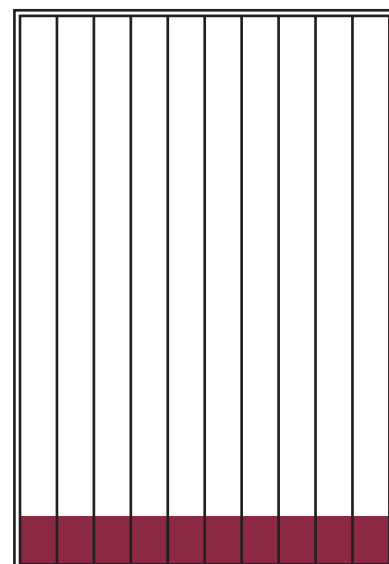
1/4 Page
5 col x 144 lines - 5.694" x 10.286"



1/8 Page
5 col x 72 lines - 5.694" x 5.143"



1/16 Page
3 col x 61 lines - 3.389" x 4.357"



Section Front BANNERS
10 col x 40 lines - 11.459" x 2.857"
A1 = 10 COL x 30 Lines - 11.459" x 2.143"

AGATE RULER (FOR VERTICAL AD SIZE MEASUREMENT)

1 inch in depth = 14 lines

Ad Production Deadlines*

**Typeset, Electronic,
Pickup with Changes with Proof**

Pub. Day		
Friday	Noon	Tuesday
Sat/Sun	Noon	Wednesday
Monday	Noon	Wednesday
Tuesday	Noon	Thursday
Wednesday	Noon	Thursday
Thursday	Noon	Monday

**Typeset, Electronic,
Pickup (no Changes) no Proof**

PublicationDay		
Friday	Noon	Wednesday
Sat/Sun	Noon	Thursday
Monday	Noon	Friday
Tuesday	5:00 Pm	Friday
Wednesday	5:00 Pm	Monday
Thursday	Noon	Tuesday

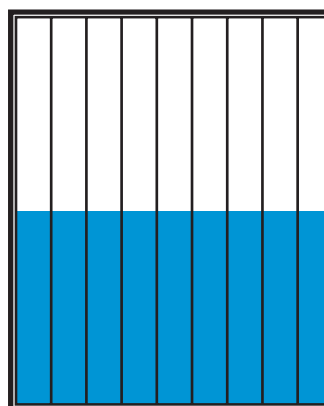
All customer corrections

Publication Day		
Tues•Wed		
Thurs•Fri•Sat	10:00 Am	day prior
Sun•Mon	Noon	Friday

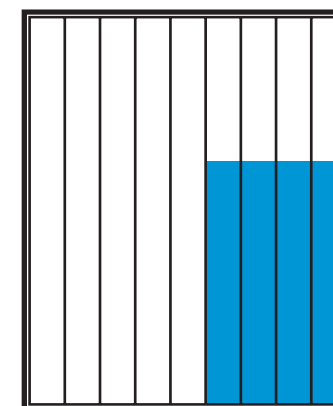
*FOR HOLIDAYS, PLEASE BACK DEADLINES UP BY ONE BUSINESS DAY; TWO DAYS FOR CHRISTMAS

EXAMPLE AD SIZES AND COSTING:

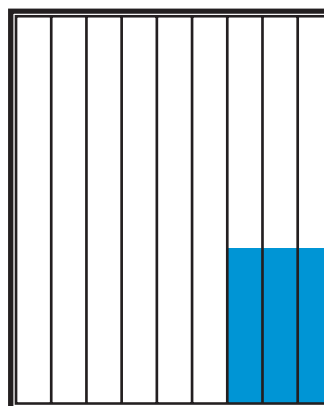
The Province



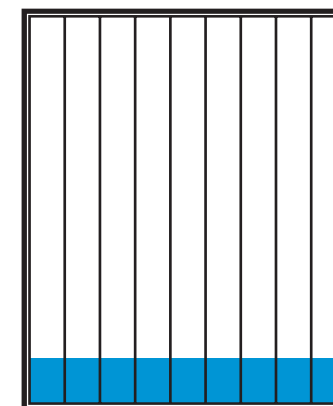
Half Page
9 col x 83 lines - 10.306" x 5.929"



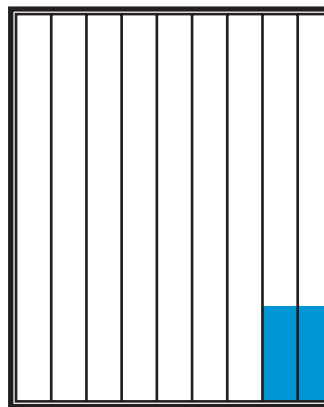
1/4 Page
4 col x 93 lines - 4.52" x 6.643"



1/8 Page
3 col X 62 lines - 3.389" x 4.429"



Banners
Section Front =
9 col x 30 lines 10.306" x 2.143"
Back Page =
9 col x 25 lines 10.306" x 1.786"



1/16 Page
2 col X 46 lines - 2.236" x 3.286"

SPECIFICATIONS

Web Offset/1 column = 1.0833" = 6.5 picas
Full Page Sun: 11.459" x 20.786"
Full Page Province: 10.306" x 11.786"
Negative Film right reading,
emulsion side down

COLUMN WIDTHS (COLUMN RULER ON NEXT PAGE)

- 1 column 1.083 inches
- 2 columns 2.236 inches
- 3 columns 3.389 inches
- 4 columns 4.542 inches
- 5 columns 5.694 inches
- 6 columns 6.847 inches
- 7 columns 8.000 inches
- 8 columns 9.153 inches
- 9 columns 10.306 inches
- 10 columns 11.458 inches

COSTING YOUR AD

Multiply the total number of lines by your contract line rate and you will have the cost of the ad without colour. Let's take a quarter page ad in the Vancouver Sun as an example:

$$\begin{aligned} 1/4 \text{ page} &= 5 \text{ col.} \times 144 \text{ lines} \\ &= 720 \text{ lines} \times \text{your line rate} \\ &= \$ \text{Your cost} \end{aligned}$$

Double Truck in The Province = 19 columns
Double Truck in The Vancouver Sun = 21 columns

EXAMPLES:

Standard tabloid advertising layout sizes.
1 inch in depth = 14 lines



MECHANICALS & SPECIFICATIONS

COLOUR SPECIFICATIONS:

Everything is printed 4-colour process CMYK (Cyan, Magenta, Yellow and Black). Text must be set to overprint on a colour background.

We need at least four days notice when booking colour ads. At time of booking it is imperative that colour specifications are provided. This will determine where in the paper the ad will run and what colour positions are needed for that issue. If you have to cancel a colour booking, please give at least two days notice.

READING THE COLOUR CODE

0=0%				
1=10%				
2=20%				
3=30%				
4=40%				
5=50%				
6=60%				
7=70%				
8=80%				
9=90%				
A=100%				

The first digit in the code is the cyan dot percentage. The 2 represents 20% cyan.

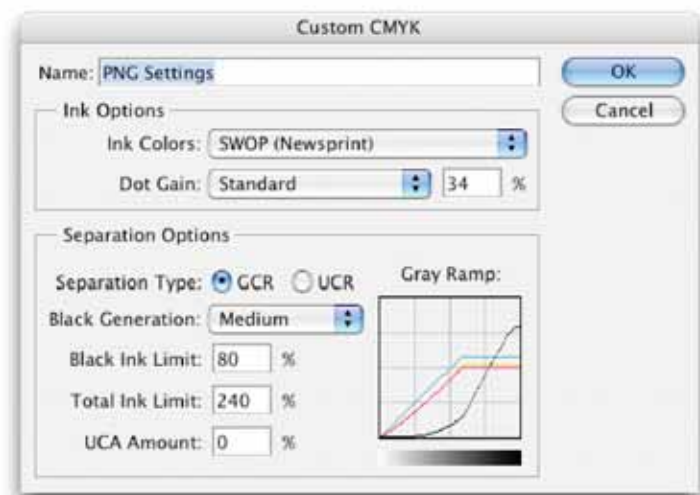
The second digit in the code is the magenta dot percentage. The 5 represents 50% magenta.

The third digit in the code is the yellow dot percentage. The A represents 100% yellow.

The fourth digit in the code is the black dot percentage. The 1 represents 10% black.

When using Pantone colours please include the CMYK values. You can create most colours by combining various percentages of Cyan, Magenta, Yellow and Black. Please use a 100 line screen. Do not use four colour black for text and/or elements.

SEPARATION SETUP:



A - The separation setup for Pacific Newspaper Group

COLOUR CHART:

Everything is printed 4-colour process CMYK (Cyan, Magenta, Yellow and Black). Text must be set to overprint on a colour background.

PRESS SPECS

ITEARSHEETS

no more dirty fingers

Itearsheets is an electronic tearsheet system. We have an online version of the entire Vancouver Sun and Province enabling advertisers to immediately see their ad positioning, check up on the competition and measure ads. Software can automatically push out an e-mail with a link to a website where the digital tearsheet can be viewed.

Online archives go back two years allowing advertisers to search for a specific ad or all ads in a particular time frame. Each ad also comes with a file of data including date, ad number, insertion number, section and page number, size, advertiser and agency.

You need only register once on the system. Contact your Advertising Account Executive for your organizational code to register on itearsheets.com.



COLUMNS RULER (FOR HORIZONTAL AD SIZE MEASUREMENT)

1 column = 1.083 inches

2 columns = 2.236 inches

3 columns = 3.389 inches

4 columns = 4.542 inches

5 columns = 5.694 inches

6 columns = 6.847 inches

7 columns = 8.000 inches

8 columns = 9.153 inches

9 columns = 10.306 inches

10 columns = 11.458 inches



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* Photography courtesy of The Vancouver Sun and The Province photo departments

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www.canada.com	www.renting.ca
www.celebrating.com	www.canada.com/classifieds
	www.driving.ca

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