

Webvertising

AD NETWORKS



www.advertising.aol.ca

Company Name:
AOL Advertising
Parent Company:
AOL Canada Corp.

Address: 55 St. Clair
Avenue West, 7th
Floor, Toronto, ON,
M4V 2Y7

Tel: 416-960-6618
Fax: 416-960-6502
Toll-free: 1-888-274-2790
Contact: Marshall Self,
Director of Sales
marshall.self@corp.aol.com

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|---|--|---|--|
| <p>Unique Visitors: 22.2 Million/Month</p> <p>Page Views: 7.2 Billion/Month (as per July 2008 com-Score MediaMetrix)</p> | <p>AOL Advertising makes it easier than ever for advertisers to harness the full power of digital media to meet their marketing objectives. AOL Advertising offers best-in-class solutions that leverage AOL's premier consumer brands (MapQuest, AOL Music, Moviefone, Spinner, That's Fit and more), Third Party Partner (Canadian Driver) and Advertising.com's industry-leading reach across multiple networks including display, video, mobile search and affiliate.</p> | <p>AOL Advertising reaches 90.5% of Canadian Online users. Combining that reach with industry leading targeting and optimization technologies allows you to position your message within the most relevant online content and efficiently reach your desired audience.</p> | <p>Specifications vary. Contact an AOL Advertising sales rep for a customized proposal.</p> | <p>Ad Units: Display, Rich Media, Video, Mobile, Affiliate, Text, Search, Performance, Integration and Sponsorship; Targeting: Behavioural, Retargeting, Geographic, Demographic, Daypart, Content Channels, Frequency Capping</p> |



www.casalemedia.com

Company Name:
Casale Media Inc.
Parent Company:
Casale Media Inc.

Address:
74 Wingold Ave.,
Toronto, ON,
M6B 1P5

Tel: 416-785-5908
Fax: 416-785-5689
Toll-free: 1-888-227-2539
Contact: Dorothy Clark
dorothy.clark@casalemedia.com

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|---|---|---|---|--|
| <p>Unique Visitors: 21,785,000/Month</p> <p>Page Views: 4,905,000,000/Month</p> | <p>MediaNet® reaches 90% of the Canadian online audience through its select collection of 3,000 actively monitored premium websites including the biggest brand name publications in every major vertical. MediaNet® is a 100% direct, 100% transparent, fully optimized, Brand Safe® environment trusted by leading international brands and media agencies.</p> | <p>MediaNet® provides brands with massive reach to every major demographic segment online through its 19 core consumer verticals and 80 content channels; MediaNet® skews highest to adults 18+ with online buying power.</p> | <p>Banners, towers, rectangles, vokens; in-banner video/expandable rich media; over 1 billion ads delivered daily. To inquire about rates, volumes and how to advertiser with us, please call 416-785-5908.</p> | <ul style="list-style-type: none"> Rich media |



EYEWEEKLY.COM

www.eyeweekly.com

Company Name:
EYE WEEKLY
Parent Company:
Toronto Star
Newspapers Ltd.

Address:
625 Church Street
Toronto, ON
M4Y 2G1

Contact:
Kristie Painting,
Olive Media
info@olivemedia.ca
Tel: 416-687-5700

| Traffic* | Website Profile | User Profile** | Ad Rates | Inventory |
|--|--|--|---|---|
| <p>Unique Visitors: 180,000/Month</p> <p>Email Subscribers: 10,000</p> | <p>EYEWEEKLY.com is the interactive resource for urban lifestyles exploring cultural activity in Toronto. Daily irreverent coverage of Toronto's most engaging people and events, exclusive video of concerts in Toronto's hottest clubs, and the city's most comprehensive events database come together to create an indispensable website for Toronto's culturally infused community.</p> | <p>Upwardly mobile Toronto trendsetters:</p> <ul style="list-style-type: none"> • 36% are between 18-34 yrs old • 70% are between 18-49 yrs old • 57% male • 64% have HHI \$60,000+ • 66%† of readers have visited an advertiser's web site after seeing it in EYE WEEKLY/eyeweekly.com • 65%† of readers have researched or made a purchase as a result of seeing a product advertised via EYE WEEKLY/eyeweekly.com | <p>ROS display campaigns, contests, e-newsletter, micro-sites, section takeovers, section sponsorships and custom-ized programs, quoted upon request.</p> | <p>All IAB standard units plus:</p> <ul style="list-style-type: none"> • Promotions & contests • Mobile opportunities • Rich media & expandable units • e-newsletter marketing • Micro-sites and other customized options available. |

*Google Analytics, July 2009
**Audited. Comscore, June'09
†User Survey May, 2009

THE GLOBE AND MAIL **www.globeandmail.com**

Company Name:
The Globe and Mail
Parent Company:
CTVglobemedia
Publishing Inc.

Address:
444 Front Street West
Toronto, ON
L3Y 1H1

Contact:
J-Anne Johnson, Sr. National
Sales Manager, Canada, USA
and Europe:
jajohnson@globeandmail.com
Tel: 416-585-5000

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|--|--|--|---|
| <p>Unique Visitors: 6,508,849/Month</p> <p>Page Views: 123,962,906/Month</p> <p>Average Visit Length: 12.79 minutes</p> | <p>The Globe's digital network is Canada's #1 online newspaper destination, delivering breaking and business news, sports, auto and lifestyle content. It encompasses our flagship newspaper website, Globeandmail.com, along with a variety of individual content areas, such as Business, Investing, Sports, Life and Auto. While these sites correspond to their newspaper counterparts, they're enhanced with interactive features and utility -- enabling reader commenting, blog pages, podcasts, and live streaming video, to name a few of the features to engage readers. Our Globeinvestor.com site offers a wealth of financial reporting and investing tools, along with some unique enhancements created from time to time in partnership with sponsor advertisers. In addition, our ultra-engaged readers have the option of registering for globeinvestor-gold.com, which provides access to additional Globe and Mail content and databases, and features such as past newspaper page pdfs and articles. Several site enhancements (TBA) are planned for the fall of 2009.</p> | <p>We understand that advertising is as much an art as a science, so we spend a great deal of time quantifying our reach, our audience and advertising effectiveness -- both in our print and online products. Ask any media expert about The Globe and Mail and they will tell you a brand benefits far more from advertising within our products than the numbers initially suggest. Here's why:</p> <ul style="list-style-type: none"> • Your brand's message is reinforced by real life opinion-makers who buy into your brand as a result of the relationship you develop with them through us; • Your brand's ads help to fuel our readers' aspirations, while you reach an audience who has the income to act on your offerings, and; • Your brand borrows from the credibility we have established as Canada's most decorated newspaper, with 118 National Newspaper Awards, since the awards were established in 1949. | <p>We offer a full range of IAB compliant advertising formats, from simple banners and buttons to dynamic Flash animated, video-based, expanding and floating ad placements. Our online production team is committed to working with you to successfully implement any creative campaign. Our goal is to present your brand's message in the most compelling and memorable way. Visit www.globelink.ca/digital/adformats for further details, or contact your sales rep.</p> | <ul style="list-style-type: none"> • Animation • Audio • Banner Ads • Button Ads • Co-branding • Content Integration • Contests • Email Marketing • E-Newsletter Sponsorship • Interstitials • Micro Sites • Research • Rich Media • Sponsorships • Text Links • Tower Ads • Video |



www.adreach.ca

Company Name: Ad*Reach
Parent Company: Ontario Community Newspapers Association.
Address: 103-3050 Harvester Road Burlington, ON L7N 3J1

Tel: 416-350-2107
Fax: 905-639-6962
Contact: Minna Schmidt, Sales Manager, m.schmidt@ocna.org

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|---|---|---|---|
| <p>Page Views: 12 million/Month</p> | <p>AdReach Ontario is the respected sales and marketing division of the Ontario Community Newspapers Association, representing more than 300 newspapers in Ontario. AdReach assists planners to coordinate campaigns across Ontario's Community Newspapers in a convenient one order, one bill program. In addition to print advertising, AdReach began offering banner ad space on member's newspaper sites in 2009. The Community News sites are grouped by geographic zone (e.g. Northwest Ontario, Metro Toronto, Niagara) which offers advertisers geographic penetration in one simple buy.</p> | <p>Community Newspapers have always attracted loyal readers interested in hyper-local news and information about their communities. Visitors to newspaper's Community News Sites are the same as the print readers as well as non-traditional newspaper readers seeking relevant and reliable information about specific communities.</p> | <p>Leaderboard ads available in one or a combination of regional zones across Ontario. Call Minna 416-350-2107 ext.22 for rates or visit adreach.ca for rate card</p> | <ul style="list-style-type: none"> • Animation • Banner Ads • Rich media |

www.apf.ca
www.francopresse.ca

Company Name: Association de la presse francophone
Address: 267 rue Dalhousie Ottawa, ON K1N 7E3

Tel: 613-241-1017
Fax: 613-241-6313
Toll-free: 1-800-267-7266
Contact: Murielle Guerrette apf@apf.ca

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|--|--|--|--|
| <p>Page Views: The websites www.apf.ca and www.francopresse.ca, which reach all parts of French-speaking Canada, have 25000 visitors and 370000 page views per month.</p> | <p>The websites www.apf.ca and www.francopresse.ca include 24 community newspapers from outside Québec. These websites bring together French-language newspapers from across Canada. They offer excellent visibility to anyone wishing to reach all parts of French-speaking Canada.</p> | <p>The websites www.apf.ca and www.francopresse.ca are among the most visited sites in minority francophone communities across Canada.</p> | <p>For information on our Web banners, visit www.apf.ca or www.francopresse.ca (Advertising tab) or contact us at apf@apf.ca or at (613) 241-1017.</p> | <ul style="list-style-type: none"> • Online ad space available • Links • Other: cross-Canada classified ads, sponsorship of an excellence awards gala |



www.torstardigital.com

Company Name: Torstar Digital
Parent Company: Torstar Corporation
Address: 590 King St. West, Suite 400 Toronto, ON M5V 1M3

Tel: 416-687-5700
Fax: 1-866-473-3921
Contact: info@torstardigital.com

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|--|---|---|--|
| <p>Through Olive Media, its online advertising sales company, Torstar Digital has the ability to reach over 14 million unique visitors and deliver 180 million page views per month.</p> | <p>Torstar Digital, a leader in the Canadian digital media landscape, operates a portfolio of leading digital businesses including web development (TOPS), online media properties (including thestar.com and toronto.com), online marketing services (eyeReturn Marketing) and one-stop online advertising sales through Olive Media.</p> | <p>A national reach of highly targeted Canadians. Our audience is comprised of engaged web enthusiasts across multiple interest areas, including sports, autos, technology, entertainment, news, business, and finance.</p> | <p>To inquire about how you can advertise with us, email info@olivemedia.ca</p> | <p>Banner Ads, Button Ads, Co-branding, Content Integration, Contests, E-mail Marketing, E-News-letter Sponsorship, Research, Rich Media, Special Events, Sponsorships, Text Links, Tower Ads, Video</p> |



Tribal FUSION®

www.tribalfusion.com

Company Name: Tribal Fusion
Address: 318 Wellington St. W #610
Parent Company: Exponential Interactive Inc.
Toronto, ON M5V 3T4

Tel: 416-979-4358
Cell: 510-847-9922
Fax: 647-436-5023
Contact: Anne Mains
 anne.mains@tribalfusion-corp.com

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|---|--|--|---|---|
| <p>Page Views: 1.8 Billion/Month</p> | <p>With industry leading optimization technology, a 100% transparent site list, and a premium publisher network of over 2000 high-quality sites, Tribal Fusion is a digital marketing solutions company that creates fully customized advertising campaigns to help companies capitalize on opportunities at every level of the consumer decision process.</p> | <p>Tribal Fusion reaches over 70% of all Canadians online across 100+ content channels which reach nearly every audience segment both large and small.</p> | <p>For a listing of advertising opportunities, please visit www.tribalfusion.com. Rates vary based on targeting options. Please call 416-979-4358 for information specific to your advertising needs.</p> | <p>Banner Ads, Button Ads, Content Integration, Interstitials, Micro sites, Dynamic Ads, Rich Media, Sponsorships, Site Skins, Text Links, Tower Ads, Video, Research</p> |



Yellow Pages Group

www.yellowpages.ca

Company Name: Yellow Pages
Address: 16 Place du Commerce Verdon, QC H3E 2A5
Parent Company: Yellow Pages Income Fund

Tel: 416-412-5724
Fax: 416-412-5798
Contact: Victoria Hart, National Sales
 victoria.hart@ypg.com

| Traffic | Website Profile | User Profile | Ad Rates | Inventory |
|--|--|---|---|--|
| <p>Page Views: 75 Million/Month</p> <p>Unique Visits: 6.9 Million/Month</p> <p>Reach: 28% of online Canadians</p> | <p>Yellow Pages Group owns the leading network of directory websites in Canada including YellowPages.ca™ and Canada411.ca™ as well as the CanadaPlus.ca™ network – a leader in the local city sites market.</p> | <p>Online Canadians ready-to-buy and looking for local businesses that best meet their needs.</p> | <p>Placement on our network of sites, with rich media options available, including video. Content integration, microsites and more. Contact Yellow Pages Group for details.</p> | <ul style="list-style-type: none"> • Content Integration • Micro Sites • Rich Media • Text Links • Video • PPC/SEM |