

ARBITRATION TO DETERMINE
THE 2014 STEWARD OBLIGATION FOR THE BLUE BOX PROGRAM

B E T W E E N:

ASSOCIATION OF MUNICIPALITIES OF ONTARIO and CITY OF TORONTO

Applicants

- and -

STEWARDSHIP ONTARIO

Respondent

Affidavit of Siobhan Ramsay

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Introduction

1. My name is Siobhan Ramsay. I am employed as a Senior Communications Coordinator with the Strategic Communications Division of the City of Toronto ("Toronto"). I have been in this position for four years.
2. I am not neutral between the parties because I am employed by Toronto, which is a party to this arbitration.

My Background

3. My duties as Senior Communications Coordinator are to provide Toronto's Solid Waste Management Services Division ("SWMS") advice on how to effectively communicate about its programs and services, which includes using advertising campaigns. I design and monitor the implementation of strategies and campaigns by taking into account factors such as the goal of the campaign, its duration, its global budget, and its target audience. Depending on the campaign, I recommend SWMS employ various media, including newspaper, television, radio, outdoor, and online ads. Depending on the scope of the media buy, I work with Toronto staff to schedule the media buy, or I work with an advertising coordinator at Zenith Optimedia, the City's private-sector ad agency. My job also includes managing the Waste Diversion Ontario ("WDO") allocation of free space on behalf of the Solid Waste Communications team.
4. These advertisements include, but are not solely restricted to, Toronto's Blue Box program.

Issue 3: In-Kind Advertising Program

5. Within the first few months of each year, the WDO provides Toronto with a chart of the in-kind lineage that Toronto has been allocated for the year. Until I receive this chart, I am not aware of how many lines Toronto will receive or in what newspapers lineage is available. I have no input on the amount of lineage provided or in what newspapers it may be used. I am not aware of or asked for input on the method used to calculate the amount of lineage Toronto receives. From year to year, the list of available newspapers may change for reasons that I am not aware of.
6. The WDO chart indicates in what daily, community, and non-English language newspapers Toronto may place "in-kind" ads. For each newspaper, the chart indicates how many lines are available, how many lines must be used to place a ¼-page ad for one day, and how many additional lines must be used to place an ad in colour. The number of additional lines required to place a colour ad varies from publication to publication but is the same regardless of the ad's size. Once the dimensions of an ad have been set, a calculation is made to determine how much in-kind lineage Toronto would need to use to place the ad, based on the information provided in WDO's chart.
7. Until 2013, the lineage provided to municipalities would "expire" at the end of each calendar year. As such, SWMS asks that the Solid Waste communications team use up the entire lineage allocated to Toronto every year. We include in-kind ads wherever the use of those newspapers is appropriate to the campaign.
8. From 2011 to 2012, the "value" of the lineage allocated to the City more than doubled from \$301,385.08 to \$679,717.36. From 2012 to 2013, the amount increased to \$1,117,484.03.

The Process

9. Placing ads via the in-kind program is more cumbersome than placing cash ads.
10. To place in-kind ads, the advertising coordinator must fill out a form provided by WDO, the in-kind ad request form, which indicates the size of the ad, on what day(s) he or she would like it to run, and in what paper(s). The form is then sent to WDO's media coordinator.
11. The WDO media coordinator then communicates with the requested newspaper or perhaps a CNA/OCNA representative, to verify whether the newspaper can accommodate the requested placement schedule. While most of the time the newspaper is able to place Toronto's ads, we have on occasion received notice from the newspaper, via the WDO media coordinator, that the ad cannot run on the requested date and that it will run on an alternate date. In the case of a daily newspaper, the ad may be moved a day or two; in the case of a weekly paper, this move could be up to a week. There have also been occasions when we learned that an ad did not run, only after the scheduled insertion date.
12. My understanding is that municipalities are required to book in-kind ads at least a week ahead of time via the WDO request process, so Toronto's advertising coordinator must be informed sufficiently in advance of the date the ad is to run.
13. It is my belief that the reason "in-kind" ads are sometimes bumped from my requested day to another is that newspapers only have a certain amount of space to devote to "in-kind", non-revenue producing, ads per day. In my experience, I have never been denied the opportunity to run a *paid* ad on the day I requested or had the placement of a *paid* ad bumped.

14. Prior to 2013, after running in-kind ads as part of a media campaign, I would ask Toronto's advertising coordinator for an update on the City's remaining lineage, which was calculated using the rates listed in the WDO chart, based on the ads Toronto had already placed. If requested, the WDO would provide Toronto with an updated account of its remaining lineage, as calculated by WDO. Until this updated chart was provided, I could not be sure of the exact number of lines taken by the WDO for a given ad placement. In 2013, the WDO started to provide Toronto with an updated account of its remaining lineage each month.
15. When I receive an updated account of Toronto's remaining lineage from WDO, I compare it to Toronto's calculation. In the past, there have been discrepancies between Toronto's account of its remaining lineage and that provided by WDO. When I attempted to challenge a discrepancy on one occasion by contacting the OCNA, I was simply advised that my calculations were incorrect. Although I was not satisfied with this response, there was nothing that I could do about it, and Toronto proceeded based on the WDO calculated numbers.

The "Value" of the In-Kind Advertising

16. The value ascribed to the in-kind advertising is higher than what it would cost Toronto to buy the same amount of ad space if it were paying cash.
17. Typically, when Toronto was provided a chart by the WDO listing its in-kind allocation for a given year, the chart listed the participating newspapers, the number of lines offered in each newspaper, and the total "value" ascribed to Toronto's entire allocation. It was not possible to know the "value" ascribed to the lineage for each newspaper, nor was it possible to derive the rate each newspaper "charged" Toronto to place a 1/4-page ad based on that information.
18. However, in 2013, the City received a lineage chart from the WDO that included a new column, entitled "equivalent line rate". This column listed the rates "charged" by each newspaper per line used. This column had not appeared in Toronto's previous WDO lineage charts.
19. By multiplying this "equivalent line rate" by the number of allocated lines, I was able to obtain the total value ascribed to each newspaper's lineage as well as the rate charged per black and white 1/4-page ad in each newspaper. I also compared the "equivalent line rate" to the rate the City is able to negotiate in some of the same newspapers for paid advertisements.
20. This comparison revealed that for the newspapers in which Toronto negotiated rates, the rates "charged" to it via the in-kind system were higher in 11 out of 15 cases. For example, the "equivalent line rate" that is "charged" to Toronto for a 1/4-page black and white in-kind ad in the Toronto Star is \$19,597.50, whereas the rate negotiated by Toronto for a paid Sunday to Friday 1/4-page ad is \$6,713.50. In essence, Toronto is "paying" three times more for an in-kind ad in the Toronto Star than it would for a paid ad, which calls into question the value of the in-kind contribution. Attached to this affidavit is a chart I created to illustrate this disadvantage as well as the forms setting out Toronto's negotiated rates with various newspapers.

The Choice of Newspapers

21. As a result of the allocation of in-kind newspapers, Toronto is forced to advertise in newspapers it would not otherwise choose.

22. When recommending a paid media campaign to SWMS that involves the use of newspaper advertising, newspapers are chosen based on their target demographic, circulation, and rates. I rarely run paid advertisements in the Globe and Mail because its rates are more expensive than those offered by the Toronto Star, which also more effectively reaches SWMS' target audience. Despite this, Toronto receives substantial in-kind lineage in the Globe and Mail.
23. Similarly, there are community and non-English language newspapers in which Toronto is provided "in-kind" lineage that I rarely recommended for paid advertisement because they have low circulation or do not reach the target audience. In addition, many community papers are not distributed in multi-residential buildings, whose residents make up 50% of Toronto's population, and are a priority audience for SWMS's diversion programs, including the Blue Box program. I believe that Toronto is receiving lineage in newspapers that do not fit its needs through the "in-kind" system.
24. When creating print advertising campaigns, SWMS is required to abide by a City of Toronto directive, passed by City Council, entitled "Contracts of City Advertising in Media Venues and Daily Ethnic and Community Newspapers". This directive requires print advertising campaigns to contain a non-English language print media advertising component covering six to ten of the non-English languages most frequently spoken in Toronto, as identified by Statistics Canada data.
25. There are non-English language newspapers on the list of papers provided to Toronto by WDO that are published in languages other than the top 6 to 10 most commonly spoken in the City, and in which the City would never normally advertise for the above reasons.
26. Two examples of these in-kind papers from 2013 include the Toronto Kanadai-Amerikai Magyarasag, which is published in Hungarian, and Toronto Thoi Bao, which is published in Vietnamese. These newspapers do not reach priority-language communities and, as such, would not normally be selected by SWMS for media campaigns. In addition, Toronto must spend additional money to advertise in these languages, as its existing ads must be translated. Conversely, there are papers for which in-kind lineage is not provided that do publish in priority non-English languages such as Italian, Russian, and Tamil. If Toronto wished to advertise in these papers, at it normally might, it would have to purchase the ads using cash. Generally speaking, our campaigns would focus only on these top 10 languages.

The Choice of Medium

27. Because Toronto is provided with so much in-kind lineage, it is sometimes forced to use more newspaper advertising in a particular campaign than it would otherwise have thought was appropriate simply to use up the lineage provided.
28. The media campaigns I design for SWMS typically involve the use of multiple media, such as newspaper, outdoor advertising, online ads, subway and bus banners, radio, and, very occasionally, television. I recommend to SWMS to use creative, new media, when appropriate, such as digital screens in condo lobbies, to communicate its message to the target audience.
29. Though I use newspaper advertising in most SWMS campaigns, the amount of in-kind lineage that Toronto is allocated sometimes results in campaigns that are too heavily weighted toward newspaper advertising. In the past decade, the use of newspaper advertising has decreased, as newspaper circulation and readership have declined drastically. Because

"in-kind" lineage is restricted to newspapers, ads placed through this system cannot reach target audiences that do not subscribe to or read newspapers.

30. In 2012, for the first time, the WDO introduced the possibility of using in-kind lineage to buy online ads with CNA member papers. Toronto has only placed online ads once using this system because it was so cumbersome to use.
31. The system is cumbersome in part because online ads are normally priced based on the number of reader "impressions" or click-throughs they generate, not on a line rate. As a result, the in-kind line rate that was provided by WDO for online newspaper ads seemed arbitrary and varied widely from paper to paper. In addition, for a paid online ad, the buyer normally receives information from the hosting site detailing that the ad had been placed and how many "impressions" it generated. If the number of impressions generated does not reach the number paid for, the purchaser is refunded the difference. This receipt is not provided by WDO or the newspapers for online ads placed through the in-kind system, and as a result, Toronto has no ability to measure the effectiveness of these ads or demand accountability.

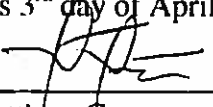
The Amount Toronto Spends on Newspaper Advertising

32. Attached to this affidavit is a chart I prepared that sets out the approximate amount of money that Toronto spent in advertising in 2012 and 2013. It covers advertising purchased in cash by most Toronto divisions, as well as the "cash" value of the in-kind allocated lineage based on the 2013 "equivalent line rates", as these are the only such line rates that we have ever received under the in-kind program. The chart does not include cash spending by some divisions, such as Toronto Public Health, and therefore, underestimates the amount of money Toronto spent on newspaper advertising in those years.
33. For example, in 2012, Toronto spent an equivalent of not less than \$705,873.62 on newspaper advertising with the Toronto Star and \$213,353.75 with the Toronto Sun. By contrast, the value of the in-kind lineage provided for those newspapers in 2012 was approximately \$275,018.25 and \$70,519.75 respectively.

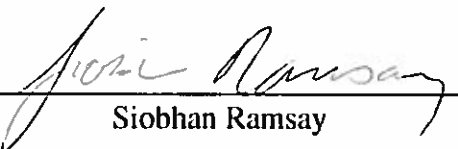
Conclusion

34. I understand that this is sworn evidence to be offered to a legal tribunal deciding a question of great public importance. I have done my best to make this evidence as accurate and as truthful as I can.

AFFIRMED before me
at the City of Toronto,
in the Province of Ontario,
this 3rd day of April, 2014.



Matthew Cornett
A Commissioner for taking Affidavits, etc.



Siobhan Ramsay

The Toronto Star Full page size is 2920 lines, which means a 1/4-page is 730. WDO states it as 750 lines. The Globe & Mail full page is 2800 lines, so a 1/4-page is 700 lines, WDO states it as 750 lines. The Toronto Sun is the opposite. Sun is 1600 lines, 1/4-page is 400. WDO states it as 375 lines.

Updated March 25, 2014

[illegible]

Wednesday October 13th, 2010

Rossana Nardi
Corporate Communications
City of Toronto
City Hall
7th Floor, West Tower, 100 Queen Street West, M5H 2N2

C.c. Cheryl Thoun, Acting Director Strategic Communications, Marg Middleton, General Manager Toronto Community News

Dear Rossana,

Thank you so much for the opportunity to submit advertising quotations for the City of Toronto, covering the time period of December 31st, 2010 through to November 30th 2014.

This contract will be for a four year period with the total rate increase from December 1, 2010 through to November 30th, 2014 would be 12% or an average of 3% per year. This small increase will allow for our increased costs. Any changes in cost due to circulation increases or decreases will be handled when and if they should happen.

Also, please keep in mind that should you need advertising in any other Metroland publications, The City of Toronto would be honored with the current 100,000 volume line discount rate, however rebates would not be deducted on advertising outside the Toronto Community Newspaper area. The new rates for advertising with Toronto Community News would be as follows:

Full Toronto Group Purchase:

Market	Full	¾	½	¼	1/8
Scarborough Mirror	\$5,466.04	\$3,904.32	\$2,733.02	\$1,366.51	\$683.25
North York Mirror	\$5,005.06	\$3,575.50	\$2,502.53	\$1,256.26	\$625.63
The City Centre Annex	\$2,612.28	\$1,865.92	\$1,306.14	\$ 653.07	\$326.53
Etobicoke Guardian	\$3,446.46	\$2,461.76	\$1,723.23	\$ 861.61	\$430.80
East York Mirror	\$2,304.96	\$1,646.40	\$1,152.48	\$ 576.24	\$288.12
Beach Mirror	\$2,173.25	\$1,555.68	\$1,086.62	\$ 543.31	\$275.01
York Guardian	\$1,668.35	\$1,191.68	\$ 834.18	\$ 417.08	\$208.54
Parkdale/Liberty Villager	\$2,239.10	\$1,599.36	\$1,119.55	\$ 559.77	\$279.88
Bloor West Villager	\$3,446.46	\$2,461.76	\$1,723.23	\$ 861.61	\$430.80
Total:	\$28,361.96	\$20,262.38	\$14,180.99	\$7,095.46	\$3,548.54

Please note that when purchasing individual papers, the rate would be as follows:

Individual Paper Purchase:

Market	Full	½	¼	1/8
Scarborough Mirror	\$7,595.39	\$3,706.17	\$1,898.84	\$949.42
North York Mirror	\$6,388.03	\$3,194.01	\$1,597.00	\$798.50
The City Centre Moment	\$2,744.00	\$1,372.00	\$ 686.00	\$343.00
Etobicoke Guardian	\$6,232.12	\$3,172.06	\$1,586.03	\$793.01
East York Mirror	\$2,436.67	\$1,218.34	\$ 609.16	\$304.58
Beach Mirror	\$2,370.81	\$1,185.41	\$ 592.70	\$296.12
York Guardian	\$2,304.96	\$1,152.48	\$ 576.24	\$288.12
Bloor West Villager/Annex	\$4,719.68	\$2,359.84	\$1,179.92	\$589.96
Parkdale Liberty	\$2,392.76	\$1,297.85	\$ 594.83	\$299.09
Total:	\$37,184.42	\$18,658.16	\$9,320.72	\$4,661.80

Toronto Community News Zoned Rates:**Scarborough Mirror**

North zone	\$1.03
East zone	\$1.40
Central zone	\$0.77
South zone	\$0.68

North York Mirror

East zone	\$1.35
West zone	\$1.56
South zone	\$0.67

Etobicoke Guardian

North zone	\$1.25
South zone	\$2.12

Rebate Program

Toronto Community news is prepared to offer the same rebate program to the City of Toronto, for the period of December 10, 2010 through to November 30th, 2014, if the City spends the following amounts through corporate services annually.

- 1) up to \$500,000 on advertising services with Toronto community News, a rebate of 2.5%
- 2) Between \$500,001 and \$650,000 advertising services with Toronto Community News, a rebate of 3%

- 3) Between \$650,001 and \$1,000,000 on advertising services with Toronto Community News, a rebate of 4%
- 4) More than \$1,000,001 on advertising services with Toronto Community News, a rebate of 4.5%
- 5) Rebates will not be deducted from the invoice at time of booking. The Vendor will reimburse the City, on a quarterly basis. The rebates can take the form of either cash back, or as advertising space.
- 6) The Vendor's rebate program is based on yearly spending, and is not accumulative over the four year period.

Insert Rates

Flyer distribution will remain billed at \$40 per thousand as per our previous contract. Please note that 1,000,000 pieces or more per year are billed at \$39 per thousand.

I hope these rates will be helpful in the future planning of your advertising dollars. If you have any questions, concerns or suggestions, please do not hesitate to call me.

Again, thank you for your time and I look forward to working with the City of Toronto

Sincerely,

Laura Nagasaka-Ajayi+
Manager, Corporate Accounts
Toronto Community News
100 Tempo Ave.
Toronto, ON
M2H 3S5
(416) 493-4400 ext. 465
Email: lnagasaka@insidetoronto.com
www.insidetoronto.com

Please complete and sign this form and return to Rossana Nardi no later than **Friday October 15, 2010.**

Rate per line: \$ 2.70

Colour Charge: \$425

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	11" x 13.7"	\$3110
Half Page	11" x 6.7" or 5.4" x 13.7"	\$1555
Third Page	7.3" x 6.7"	\$1015
Quarter Page	5.4" x 6.7" or 11" x 3.3"	\$721
Sixth Page	7.3" x 3.3" or 3.5" 6.7"	\$473
Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: Bayview-Mills Town Crier

Authorizing Signature: 

Print Name: Douglas Young

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

Suppliers are advised that becoming part of the roster does not commit the City to placing advertising with a specific outlet. While a contract amount will be established for accounting purposes, **advertising will be placed on an as-and-when-required basis.**

When available, please send your 2011 media kit to rnardi2@toronto.ca

Return completed from to:

Rossana Nardi
Strategic Communications
City Hall
100 Queen St. West, 7th Floor, West Tower
Toronto, Ontario M5H 2N2



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Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: Beach-South Riverdale Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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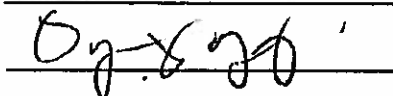
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Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: Bloor West Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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Toronto, Ontario M5H 2N2



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Colour Charge: \$425

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Sixth Page	7.3" x 3.3" or 3.5" 6.7"	\$473
Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: Riverdale-East York Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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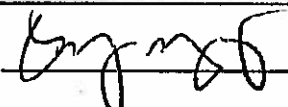
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Colour Charge: \$425

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Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: Forest Hill Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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Toronto, Ontario M5H 2N2



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Colour Charge: \$425

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Publication Name: Leaside-Rosedale Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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Rossana Nardi
Strategic Communications
City Hall
100 Queen St. West, 7th Floor, West Tower
Toronto, Ontario M5H 2N2



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Rate per line: \$ 2.70

Colour Charge: \$425

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Sixth Page	7.3" x 3.3" or 3.5" x 6.7"	\$473
Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: North Toronto Town Crier

Authorizing Signature: 

Print Name: Douglas Young

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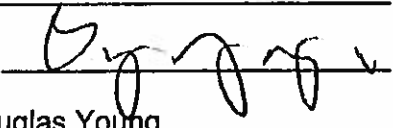
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Quarter Page	5.4" x 6.7" or 11" x 3.3"	\$721
Sixth Page	7.3" x 3.3" or 3.5" x 6.7"	\$473
Eighth Page	3.5" x 5" or 5.4" x 3.3"	\$373

Publication Name: North York Town Crier

Authorizing Signature: 

Print Name: Douglas Young

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

Suppliers are advised that becoming part of the roster does not commit the City to placing advertising with a specific outlet. While a contract amount will be established for accounting purposes, **advertising will be placed on an as-and-when-required basis.**

When available, please send your 2011 media kit to rnardi2@toronto.ca

Return completed from to:

Rossana Nardi
Strategic Communications
City Hall
100 Queen St. West, 7th Floor, West Tower
Toronto, Ontario M5H 2N2



Please complete and sign this form and return to Rossana Nardi no later than **Friday October 15, 2010.**

Rate per line: \$ n/a (please see attached)
 Colour Charge: \$ variable rate (see attached)

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	9.833 X 11.25	See Attached
Half Page	9.833 X 5.542, or 7.833 X 7.444, or 5.833 X 9.347	See Attached
Third Page	9.833" w X 3.639" h	See Attached
Quarter Page	9.833 X 2.687, or 5.833 X 4.59, or 3.833 X 7.444	See Attached
Eighth Page	7.833 X 1.736, or 3.833 X 2.687, or 1.833 X 7.444	See Attached
Sixth Page	n/a	

Publication Name: NOW Magazine

Authorizing Signature: 

Print Name: Bill Malcolm

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

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Return completed from to:

Rossana Nardi
 Strategic Communications
 City Hall
 100 Queen St. West, 7th Floor, West Tower
 Toronto, Ontario M5H 2N2





CITY OF TORONTO

★ Net Advertising Rates effective Jan. 1, 2011, to Dec. 31, 2011.

Ad Size	B&W Rate	4C Rate
Full Page	2,675.	3,970.
Half Page	1,715.	2,575.
One-Third	1,140.	1,735.
Quarter	930.	1,425.
One-Eighth	555.	860.

★ Net Advertising Rates effective Jan. 1, 2012, to Dec. 31, 2012.

Ad Size	B&W Rate	4C Rate
Full Page	2,770.	4,065.
Half Page	1,775.	2,635.
One-Third	1,180.	1,775.
Quarter	965.	1,460.
One-Eighth	575.	880.

★ Net Advertising Rates effective Jan. 1, 2013, to Dec. 31, 2013.

Ad Size	B&W Rate	4C Rate
Full Page	2,865.	4,185.
Half Page	1,840.	2,715.
One-Third	1,220.	1,825.
Quarter	1,000.	1,505.
One-Eighth	595.	905.

★ Net Advertising Rates effective Jan. 1, 2014, to Dec. 31, 2014.

Ad Size	B&W Rate	4C Rate
Full Page	2,965.	4,300.
Half Page	1,905.	2,785.
One-Third	1,260.	1,870.
Quarter	1,035.	1,545.
One-Eighth	615.	930.

Bill Malcolm, Sr. Marketing Executive 416-364-1300 ext 301 billm@nowtoronto.com

NOW Magazine 189 Church Street, Toronto ON M5B 1Y7

THOI BAO ADVERTISING RATES 2013

Television	TV Footer (daily) banner	\$150
	TV Spot (daily) 30 seconds	\$300
	TV Show (+ 1 run) 15 minutes	\$500
	Production Video (clip)	\$300-\$500

THOI BAO NEWSPAPER			
	B & W	Full Colour	Glossy Full Colour
Toronto Thursday	\$900	\$1200	\$1700
1/2P	\$500	\$700	\$900
1/4p	\$300	\$400	\$500
Toronto Saturday	\$500	\$700	\$1400
1/2P	\$300	\$400	\$750
1/4p			
North America	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350
Thoi Bao Vancouver	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350
Thoi Bao Calgary	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350
Thoi Bao Houston	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350
Thoi Bao Dallas	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350
Thoi Bao Atlanta	\$400	\$700	\$1000
1/2P	\$250	\$400	\$600
1/4P	150	\$250	\$350

Modular Advertising Sizes (Ad sizes are expressed width x height, in inches)

4.4" x 2.85" 1/8	4.4" x 5.85" 1/4 standard	9" x 2.85" 1/4 banner	9" x 5.85" 1/2 standard	4.4" x 12" 1/2 vertical	Full page 9" x 12"
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Please complete and sign this form and return to Rossana Nardi no later than **Friday October 15, 2010.**

Rate per line: \$ 4.58

Colour Charge: Included

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	8.75" x 11"	\$3527
Half Page	8.75" x 5.37" or 4.25" x 11"	\$2115
Third Page		
Quarter Page	4.25" x 5.375"	\$1355
Sixth Page	4.25" x 3.5"	\$1025
Eighth Page	4.25" x 2.625"	\$895

Publication Name: Toronto Today Magazine (Town Crier)

Authorizing Signature: 

Print Name: Douglas Young

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

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When available, please send your 2011 media kit to rnardi2@toronto.ca

Return completed from to:

Rossana Nardi
Strategic Communications
City Hall
100 Queen St. West, 7th Floor, West Tower
Toronto, Ontario M5H 2N2




Please complete and sign this form and return to Rossana Nardi no later than **Friday October 15, 2010.**

Rate per line: \$ _____
 Colour Charge: \$ _____

Ad Size	Dimensions (W x H) inches	Cost per insertion (excl. HST) (Mon – Fri)	Cost per insertion (excl. HST) (Sat – Sun)
Full Page Full Colour	11.75" W x 20.75" H	\$4,352.00	\$5,324.80
Full Page B/W	11.75" W x 20.75" H	\$2,534.40	\$3,097.60
Half Page Full Colour	11.75" W x 10.375" H	\$2,176.00	\$2,662.40
Half Page B/W	11.75" W x 10.375" H	\$1,267.20	\$1,548.80
Junior Page Full Colour	8.75" W x 14.25" H	\$2,244.00	\$2,745.60
Junior Page B/W	8.75" W x 14.25" H	\$1,306.80	\$1,597.20
Quarter Page Full Colour	5.75" W x 10.375" H	\$1,088.00	\$1,331.20
Quarter Page B/W	5.75" W x 10.375" H	\$633.60	\$774.40

Publication Name: Sing Tao Daily - Toronto

Authorizing Signature: 

Print Name: Redmond Lee

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SUNDAY-FRIDAY (1 time rate)

Rate per line: \$9.26
Colour Charge: 30% surcharge

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	10 columns x 292 10.5" x 20.858"	\$27,039.20
Half Page Horizontal	10 columns x 145 10.5" x 10.312"	\$ 13,427.00
Third Page	10 columns x 96 10.5" x 6.858"	\$ 8889.60
Quarter Page	5 columns x 145 5.208" x 10.312"	\$ 6713.50
Fifth Page	6 column x 96 6.267" x 6.858"	\$5333.76
Eighth Page	5 columns x 72 5.208" x 5.142"	\$ 3333.60

Publication Name: Toronto Star Newspaper

Authorizing Signature: 

Print Name: J. A. Sandy Muir

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

Frequency Rate (3 insertions in a 7 day period)

Rate per line: \$5.78
Colour Charge: 30% surcharge

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	10 columns x 292 10.5" x 20.858"	\$ 16,877.60
Half Page Horizontal	10 columns x 145 10.5" x 10.312"	\$8381.00
Third Page	10 columns x 96 10.5" x 6.858"	\$ 5548.80
Quarter Page	5 columns x 145 5.208" x 10.312"	\$ 4190.50
Fifth Page	6 columns x 96 6.267" x 6.858"	\$3329.28
Eighth Page	5 columns x 72 5.208" x 5.142"	\$2080.80

Publication Name: Toronto Star Newspaper

Authorizing Signature: _____

Print Name: _____

J. A. Sandy Muir

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

SATURDAY

Rate per line: \$12.25
Colour Charge: 30% surcharge

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	10 columns x 292 10.5" x 20.858"	\$ 35,770.00
Half Page Horizontal	10 columns x 145 10.5" x 10.312"	\$ 17,762.50
Third Page	10 columns x 96 10.5" x 6.858"	\$ 11,760.00
Quarter Page	5 columns x 145 5.208" x 10.312"	\$ 8881.25
Fifth Page	6 columns x 96 6.267" x 6.858"	\$7056.00
Eighth Page	5 columns x 72 5.208" x 5.142"	\$4410.00

Publication Name: Toronto Star Newspaper

Authorizing Signature: 


Print Name: J.A. Sandy Muir

The above listed costs are locked in for the contract term December 1, 2010 to November 30, 2014.

Please complete and sign this form and return to Rossana Nardi no later than **Friday October 15, 2010**.

Rate per line: \$ 4.69
Colour Charge: \$ 25%

Ad Size	Dimensions (W x H) inches	Cost (excl. HST)
Full Page	10.333" (w) x 11.429" (h)	\$7,504
Half Page	10.333" (w) x 5.719" (h)	\$3,752
Third Page	10.333" (w) x 3.928" (h)	\$2,501.33
Quarter Page	5.083" (w) x 5.719" (h)	\$1,876
Eighth Page	5.083" (w) x 2.879" (h)	\$938
Sixth Page	10.333" (w) x 5.719" (h)	\$469

Publication Name: Toronto Sun
Authorizing Signature: 
Print Name: Veronica Lalletti

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When available, please send your 2011 media kit to mardi2@toronto.ca

Return completed from to:

Rossana Nardi
Strategic Communications
City Hall
100 Queen St. West, 7th Floor, West Tower
Toronto, Ontario M5H 2N2



2012 Summary					
Newspaper <i>2012 list of papers provided by WDO</i>	Amount spent in cash (pre-tax) in 2012 <i>(combined in house + agency)</i>	# of free lines allocated by OCNA /CNA 2012	2013 line rate	Value of in-kind space <i>(total free lines x rate)</i>	Total Value of ads placed in 2012
East York/Riverdale/Beach Mirror	\$90,621.60	1900	\$4.67	\$8,873.00	\$99,494.60
Etobicoke Guardian	\$87,300.27	4825	\$5.17	\$24,945.25	\$112,245.52
Toronto Bayview Mills Town Crier	\$721.00	600	\$3.00	\$1,800.00	\$2,521.00
Toronto Beach Riverdale Town Crier	\$721.00	600	\$3.00	\$1,800.00	\$2,521.00
Toronto Bloor West Villager	\$18,119.68	1900	\$2.26	\$4,294.00	\$22,413.68
Toronto Bloor West Town Crier	\$721.00	600			\$721.00
Toronto City Centre Mirror	\$49,755.00	1900	\$3.69	\$7,011.00	\$56,766.00
Toronto Downtown Bulletin	\$1,871.31	750	\$4.69	\$3,517.50	\$5,388.81
Toronto East York Riverdale Town Crier	\$721.00	600			\$721.00
Toronto Forest Hill Town Crier	\$1,732.40	600	\$3.00	\$1,800.00	\$3,532.40
Toronto Leaside Rosedale Town Crier	\$1,732.40	600	\$3.00	\$1,800.00	\$3,532.40
Toronto North Toronto Town Crier	\$1,732.40	600	\$3.00	\$1,800.00	\$3,532.40
Toronto North York Town Crier	\$721.00	600			\$721.00
Toronto Parkdale Liberty Villager	\$34,045.24	1900	\$1.81	\$3,439.00	\$37,484.24
York Guardian	\$45,378.92	1900	\$1.81	\$3,439.00	\$48,817.92
North York Mirror	\$128,259.11	4875	\$6.57	\$32,028.75	\$160,287.86
Scarborough Mirror	\$92,197.59	4880	\$6.95	\$33,916.00	\$126,113.59
Toronto Salam Toronto	\$0.00	1500	\$1.16	\$1,740.00	\$1,740.00
Toronto Kanadai-Amerikai Magyarsag	\$0.00	1900	\$0.89	\$1,691.00	\$1,691.00
Toronto Now	\$53,008.00	3800	\$6.46	\$24,548.00	\$77,556.00
Toronto Correo Canadiense	\$9,200.00	1000	\$2.25	\$2,250.00	\$11,450.00
Toronto Nove Ilhas	\$10,300.00	1000	\$2.25	\$2,250.00	\$12,550.00
Toronto Thoi Bao	\$700.00	4875	\$0.68	\$3,315.00	\$4,015.00
Toronto Today	\$0.00	500	\$5.00	\$2,500.00	\$2,500.00
Sing Tao	\$24,190.70	5500	\$1.81	\$9,955.00	\$34,145.70
Globe and Mail (Ont.)	\$57,250.08	10525	\$10.17	\$107,039.25	\$164,289.33
Toronto Star	\$430,855.37	10525	\$26.13	\$275,018.25	\$705,873.62
Toronto Sun	\$142,834.00	10325	\$6.83	\$70,519.75	\$213,353.75
				TOTAL	\$1,915,978.82

2013 Summary					
Newspaper <i>2012 list of papers provided by WDO</i>	Amount spent in cash (pre-tax) in 2013 <i>(combined in house + agency)</i>	# of free lines allocated by OCNA /CNA 2013	2013 line rate	Value of in-kind space (total lines x rate)	Total Value of ads placed in 2013
East York/Riverdale/Beach Mirror	\$88,879.68	3700	\$4.67	\$17,279.00	\$106,158.68
Etobicoke Guardian	\$66,903.99	8000	\$5.17	\$41,360.00	\$108,263.99
Toronto Bayview Mills Town Crier	\$0.00	1100	\$3.00	\$3,300.00	\$3,300.00
Toronto Beach Riverdale Town Crier	\$0.00	1100	\$3.00	\$3,300.00	\$3,300.00
Toronto Bloor West Villager	\$5,700.00	3700	\$2.26	\$8,362.00	\$14,062.00
Toronto Bloor West Town Crier	\$0.00				
Toronto City Centre Mirror	\$51,219.75	3700	\$3.69	\$13,653.00	\$64,872.75
Toronto Downtown Bulletin	\$855.00	1400	\$4.69	\$6,566.00	\$7,421.00
Toronto East York Riverdale Town Crier	\$0.00				
Toronto Forest Hill Town Crier	\$2,260.00	1100	\$3.00	\$3,300.00	\$5,560.00
Toronto Leaside Rosedale Town Crier	\$2,260.00	1100	\$3.00	\$3,300.00	\$5,560.00
Toronto North Toronto Town Crier	\$2,260.00	1100	\$3.00	\$3,300.00	\$5,560.00
Toronto North York Town Crier	\$0.00				
Toronto Parkdale Liberty Villager	\$31,777.20	3700	\$1.81	\$6,697.00	\$38,474.20
York Guardian	\$27,986.56	3700	\$1.81	\$6,697.00	\$34,683.56
North York Mirror	\$95,963.70	8000	\$6.57	\$52,560.00	\$148,523.70
Scarborough Mirror	\$82,776.12	8000	\$6.95	\$55,600.00	\$138,376.12
Toronto Salam Toronto	\$0.00	2900	\$1.16	\$3,364.00	\$3,364.00
Toronto Kanadai-Amerikai Magyarsag	\$0.00	3700	\$0.89	\$3,293.00	\$3,293.00
Toronto Now	\$22,880.00	7500	\$6.46	\$48,450.00	\$71,330.00
Toronto Correo Canadiense	\$3,800.00	1900	\$2.25	\$4,275.00	\$8,075.00
Toronto Nove Ilhas	\$1,500.00	1900	\$2.25	\$4,275.00	\$5,775.00
Toronto Thoi Bao	\$0.00	8000	\$0.68	\$5,440.00	\$5,440.00
Toronto Today	\$0.00	900	\$5.00	\$4,500.00	\$4,500.00
Sing Tao	\$11,369.00	10000	\$1.81	\$18,100.00	\$29,469.00
Globe and Mail (Ont.)	\$28,263.16	19000	\$10.17	\$193,230.00	\$221,493.16
Toronto Star	\$244,141.21	19000	\$26.13	\$496,470.00	\$740,611.21
Toronto Sun	\$87,192.20	19000	\$6.83	\$129,770.00	\$216,962.20
				TOTAL	\$1,994,428.57