

# VIZEUM CANADA INC. 2011-2012 ONLINE ADVERTISING COSTING ESTIMATE



CLIENT: Government Communications & Public Engagement
CAMPAIGN: Jobs and Economy

CAMPAIGN: CAMPAIGN DATE:

S21
Geo-target: BC; Working Moms

TAREGT AUDIENCE: AD HEADING:

TBD

REVISION COMMENT:

T: (shifted start date, revised sites and impressions)

DATE: October 4, 2012

CLIENT CODE: 531219 PRODUCT CODE: 13

CAMPAIGN#: TBD APO: A2115

CPA: TBD VERSION: 1

MEDIA BUYER: Angela Roberts

Site	Pages	Flight Date	Product	Ad Size	CPM / CPC	# of Weeks	Total Clicks / Impressions	Total Net Cost
Postmedia	Canada.com - Lifestyle Network Canada.com - Lifestyle Network		Big Box Leaderboard					
Sympatico/Bell Media	Contextual Placements: Best Health Magazine, Lifestyles, News, and Entertainment Contextual Placements: Best Health Magazine, Lifestyles, News, and Entertainment		Big Box Leaderboard					
TC Media	CanadianLiving.com CanadianLiving.com Family Channel Family Channel		Big Box Leaderboard Big Box Leaderboard					
MSN	BT - Home Decision Makers BT - Home Decision Makers Lifestyle Channel Lifestyle Channel	S21	Big Box Leaderboard Big Box Leaderboard			S21		
fahoo	BT - Parenting with kids BT - Parenting with kids	-	Big Box Leaderboard					
Globe and Mail	News News		Big Box Leaderboard					
GLAM	BT: Modern Moms BT: Modern Moms Run of Family and Mom Verticals Run of Family and Mom Verticals Divine.ca Divine.ca		Big Box Leaderboard Big Box Leaderboard Big Box Leaderboard					
Today's Parent	ROS ROS		Big Box Leaderboard					
EyeReturn	ad serving fee CPM (rich media)							
						TOTALS:	S21	\$52,110.50



# VIZEUM CANADA INC. 2011-2012 ONLINE ADVERTISING COSTING ESTIMATE



CLIENT: CAMPAIGN: Government Communications & Public Engagement

CAMPAIGN: CAMPAIGN DATE: Jobs and Economy S21 Geo-target: BC; Working Moms

TAREGT AUDIENCE: AD HEADING:

Geo-targ TBD

REVISION COMMENT:

(shifted start date, revised sites and impressions)

DATE: October 4, 2012 CLIENT CODE: 531219 PRODUCT CODE: 13 CAMPAIGN #: TBD APO: A2115

CPA: TBD VERSION: 1 MEDIA BUYER: Angela Roberts

Site Pages	Flight Date	Product	Ad Size	CPM / CPC	# of Weeks	Total Clicks / Impressions	Total Net Cost
red by Ministry Expense Authority:				Date:			
Approved by GCPE:				Date:			
Material Contact Name:			Material Con	tact Number:		NICONO.	
AGENCY OF RECORD Advertising Placement Order		APO# (Assigned by GCPE):		Blanket APO Yes No		Campaign Name:	
STOB/PROJECT INFORMATION:		BILLING CONTACT:		BILLING TO:	Ministry E	Branch Mailing Addre	SS
STOB: GCPE 67 Ministry 67 68		Name:					<del>-</del> -
CPA/Project No.		Telephone: Fa	ax:		•		_

instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

"GCPE to fax signed estimate to 604-649-7299"



#### **VIZEUM CANADA INC.** 2012-2013 ONLINE ADVERTISING COSTING ESTIMATE



CLIENT: CAMPAIGN: Government Communications & Public Engagement

CAMPAIGN DATE: TAREGT AUDIENCE: Jobs and Economy S21

AD HEADING:

Geo-target: BC; Working Moms TBD

REVISION COMMENT:

DATE: October 25, 2012 CLIENT CODE: 531219 PRODUCT CODE: 13

CAMPAIGN #: APO: CPA:

VERSION: Original MEDIA BUYER: Angela Roberts

Site Pages	Flight Date	Product	CPM / Ad Size CPC	# of Total   Weeks Impre	Clicks / Total Net
Vancouvermom.ca ROS	vermom.ca ROS S21			S21	
				TOTALS:	0 \$15,370.00
ed by Ministry Expense Authority:			Date:		
Approved by GCPE:			Date:		
Material Contact Name:			Material Contact Number:		
AGENCY OF RECORD Advertising Placement Order		APO# (Assigned by GCPE):	Blanket APO Yes No	: Campaig	n Name:
STOB/PROJECT INFORMATION:		BILLING CONTACT:	BILLING TO	: Ministry Branch Ma	ailing Address
STOB: GCPE 67 Ministry 67 68		Name:			
CPA/Project No.		Telephone; Fax:			

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR). "GCPE to fax algned estimate to 604-646-7299"



CLIENT:

CAMPAIGN:

**CAMPAIGN DATE:** 

## **VIZEUM CANADA INC.**

March 29th, 2012

531219

13

DATE:

CLIENT CODE:

PRODUCT CODE:

Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282

#### 2012 ~ 2013 NEWSPAPER COSTING ESTIMATE

Government Communications & Public Engagement

Jobs - Vancouver Sun BC 2035 'A Guide to our Economic Future'

CAMPAIGN DATE: AD HEADING: AD SIZE: POSITION REQUEST: REVISION COMMENT:	TBD Full Page / Full Colour Well Forward News	S21						PRODUC CAMPAIC APO: CPA: VERSION MEDIA B	3N #: 1:	13 01 A2000 GCPE 67 Revision #2 Kathy Husar	
	** PLEASE NOTE - all is		S21 re approxima:	te and can cha	inge as the ac	ctual publicatio	on date(s) appro			•	
PUBLICATION	PUB DAYS	AD SIZE COL X LINES	TOTAL	NET COL	. NET	# OF 1	TOTAL CIRC.		FORM	BOOKING DEADLINE	MATERIAL DEADLINE
BC DAILIES											
VANCOUVER - LOWER MAINLAND						45.564.00000.000			Representati		
VANCOUVER SUN / BC 2035 : Overview	999 (See 1900) (1000) (1000) (1000) (1000) (1000) (1000)	\$1\$10000000000000000000000000000000000		**************************************					BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Mining									BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Energy				S21					BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Forestry									8RD - P	THURS APRIL 5	WED APRIL 18
regions 1	e e e e granda de la compansión de la comp	e Njaren eks	, en transfer		Her Herman	a yan kip Dagiliyi i	KANTAKANAN			<u>ugin and advant</u>	profit State
VANCOUVER SUN / BC 2035 : Infrastructure, Construction, Construction & P3									BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : IT & Technology				004					BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Ship Building				S21					BRD - P	THURS APRIL 5	WED APRIL 18
/ANCOUVER SUN / BC 2035 : Trades, Training, Education and Labour									BRD - P	THURS APRIL 5	WED APRIL 18
→ Print: The booking deadline for all newspapers is also the cancellation deadline					NET NEWSPAI	PER COST: \$	94,000.00				
Approved by Ministry Expense Authority					_		Dat	e:			
A constant to COPPE							D. I				
Approved by GCPE			······································				Dat	e;			
Material Contact Name		·····				Material (	Contact Numbe	)r:			
AGENCY OF RECORD	APO# (Assigned	by GCPE):		nket APO:		Campaign	Name:				
Advertising Placement Order			Yes	No	···		·			_	
STOB/PROJECT INFORMATION:	В	ILLING CONTA	ACT;				BILLIN	IG TO: Mini	istry Branci	h Mailing Address	



VIZEUM [connections]

Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282

#### 2012 ~ 2013 NEWSPAPER COSTING ESTIMATE

CLIENT:	Government Communications & Public Engagement	DATE:	March 29th, 2012
CAMPAIGN:	Jobs - Vancouver Sun BC 2035 'A Guide to our Economic Future'	CLIENT CODE:	531219
AMPAIGN DATE:	S21	PRODUCT CODE:	13
AD HEADING:	TBD	CAMPAIGN #:	01
AD SIZE:	Fuli Page / Full Colour	APO:	A2000
OSITION REQUEST:	Well Forward News	CPA:	GCPE 67
		VERSION:	Revision #2
REVISION COMMENT:	S21	MEDIA BUYER:	Kathy Husar
	321		

\*\* PLEASE NOTE - all indicated dates are approximate and can change as the actual publication date(s) approach

PUBLICATION DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE	COL.	NET COST		TOTAL COST	CIRC. CPM FORM	BOOKING DEADLINE	MATERIAL DEADLINE
STOB: GCPE 67 Ministry 67 68	Name;					_				
CPA/Project No	Telephone:		-	Fax:		<del></del>				

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

\*\*GCPE to fax signed estimate to 604-646-7299\*\*



Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282



VIZEUM [connutions]

CLIENT: CAMPAIGN: CAMPAIGN DATE: AUDIENCE: UNIT: Government Communications & Public Engagement

S21

Jobs & The Economy

A25-54

REVISION COMMENT:

S21

DATE: October 9, 2012
CLIENT CODE: 531219
PRODUCT: 13
CAMPAIGN #: 3
APO: A2107
VERSION: REV 3
MEDIA BUYER: Mike Turnbuil

MARKETS	2KOJTAT2	Tola! Flight dates GRP's	TOTAL COST TOTAL COST GROSS NET
BC - VANCOUVER / VICTORIA			
VANCOUVER / VICTORIA (BBM People Meters)	CIVT, CHAN, CHEK, CHNM CBUT, CKVU, CIVI, CHNU SPORTSNET CBC - Hockey Night in Canada Shaw Cable - see note below Global BC Segaments Production Additional Spots in News Promotional Teaser Campaign	S21	S21
		VANCOUVER / VICTORIA TO	TAL:
BC - INTERIOR			
KELOWNA (BBM Diary)	CHBC, CHAN1	S21	S21
		OKANAGAN TOTAL:	
KAMLOOPS / PRINCE GEORGE (BBM Diary)	CKPG, GLOBAL, CTV CFJC	S21	\$21
		KAMLOOPS / PRINCE GEORGE	TOTAL:
TERRACE / KITIMAT (BBM Diary)	CFTK, CIVI-T, CHAN-T	S21	S21
DAWSON CREEK (BBM Diary)	CJDC, CHAN-D	S21	S21
		DAWSON CREEK TOTAL	



Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282



#### 2012 / 2013 TV COSTING ESTIMATE

CLIENT: CAMPAIGN: CAMPAIGN DATE: AUDIENCE: UNIT: Government Communications & Public Engagement

Jobs & The Economy S21

YCE: A25-54

REVISION COMMENT:

S21

DATE: October 9, 2012
CLIENT CODE: 531219
PRODUCT: 13
CAMPAIGN #: 3
APO: A2107
VERSION: REV 3
MEDIA BUYER: Mike Turnbull

MARKETS	STATIONS	FLIGHT DATES	Tota! GRP's			TOTAL COST GROSS	TOTAL COST NET
KOOTENAYS (BBM Diary)	CHAN1 - K	S	S21				
		•	KOOTE	NAYS TOTAL:		S	21
Total:							
	n nolice 4 weeks prior to campaign start date, and first aw it must have a PSA Number (Public Servic				TOTAL NE	T TELEVISION:	\$2,323,562.35
Approved by Ministry Exper	nse Authority:	-11	Date:				
Appro	ved by GCPE:		Date:				
Material C	Contact Name:	Mal	terial Contact Number:				
AGENCY OF RECO		APO# (Assigned by GCPE):	Blanket APO: Yes No	Campai	gn Name:		
STOB/PROJECT INFORMATION:		BILLING CONTACT:		BILLING	TO: Ministry B	ranch Mailing Addre	ess
STOB: GCPE 67 Ministry 67	r 68	Name:					
CPA/Project No.		Telephone:	Fax:				
Instruction	s: This order is to be authorized by Government Communic	cations and Public Engagement. This order is	subject to the terms and conditi	ons of the contract agree	ment with the Age	ncy of Record (AOR).	

,

"GCPE to fax signed estimate to 604-646-7299"



CLIENT: CAMPAIGN:

#### **VIZEUM CANADA INC**

Sulte 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

#### 2012 / 13 RADIO COSTING ESTIMATE: 30seconds

CLIENT: CAMPAIGN: CAMPAIGN DATE: AUDIENCE: UNIT: ROTATION:	Government Communications & Public Engagement Jobs & The Economy S21 A2554 S21 Reach Pian - BRIDA/DR/EV				DATE: CLIENT CODE: PRODUCT: CAMPAIGN #: APP: CPA: VERSION:	5 1 T T	September 5, 201 531219 13 TBD TBD TBD TBD Rev 1	2	
REVISION COMMENT:	S21				MEDIA BUYER:	ls .	Mike Tumbuli		
MARKETS	RECOMMENDED STATIONS	Flight Date(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST! WEEK	# of Weeks	Fotal GROSS Radio	Š	Fotal NET Radio
VANCOUVER / LOWERMAINLAND / WHIST	LER								
VANCOUVER	CFBTFM, CFMIFM, CFOXF+, CFUNFM CHOMFM, CHMJ, CISL, CJJRFM CKLGFM, CKNW, CKST CKWX, CKZFM, CKPKFM		(РРМ)	\$	S21	VANCOUVER TOTAL:	<u> </u>	S21	- E
FRASER VALLEY (Abbotsford,Chillhwack,Hope)	CKSRFM CKQCFM CHWK FM CKSRFM CKGCFM CHWK FM CKGCFM CHWK FM CKGRFM			:	S21				
	CKQCFM CHWK FM				···	FRASER VALLEY TOTAL:		S21	
PEMBERTON	CFPVFM			5	S21				
				************	( LOWEDWAIN)	PEMBERTON TOTAL:		S21	\$163,302,00
ISLAND				VARCOUVER	/ LUWERMAINL	AND WHISTLER TOTAL.	321		103,302,00
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM,								
	CFAX, CHBEFM			5	S21				
ISLAND RADIO NETWORK PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/ PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/ PARKSVILLE PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/ COURTENAY/COMOX/ COURTENAY/COMOX/ COURTENAY/COMOX/ COURTENAY/COMOX/	CIBHFM (combo split = CHPOFM (combo split = CKLRFM (combo split = CFOFFM (combo split = CHPOFM (combo split = CKLRFM (combo split = CKLRFM (combo split = CFCPFM (combo split = CFHPOFM (combo split = CHPOFM (combo split = CHPOFM (combo split = CKLRFM (combo split = CKLRFM (combo split = CKLRFM (combo split = CKLRFM (combo split =				S21 VANCOUVER ISL	VICTORIA TOTAL:	·	\$21 \$21	·
						ISLAND TOTAL:_	S21		\$54,591.25



Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282



2012 / 13 RADIO COSTING ESTIMATE :30seconds

 CLIENT:
 Government Communications & Public Engagement
 DATE:
 September 5, 2012

 CAMPAIGN:
 Jobs & The Economy
 CLIENT CODE:
 531219

 CAMPAIGN DATE:
 \$21
 PRODUCT:
 13

 AUDIENCE:
 A2554
 CAMPAIGN #:
 TBD

 UNIT:
 \$21
 APO:
 TBD

REVISION COMMENT:		S21			MED	IA BUYER: Mike	Tumbull	
MARKETS	RECOMMENDED STATIONS		FLIGHT DATE(S)	Gross:30 CPP/SPOT	Weight GRP's / Occn	COST/ : # of	Total GROSS Radio	Total NET Radio
CENTRAL INTERIOR								
KAMLOOPS	CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJKCFM CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJKCFM CJKCFM CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJKCFM CJKCFM CKRVFM CKRVFM CJKCFM	S21			S21	Kamloops total:	S21	\$500 \$100 \$100 \$100 \$100 \$100 \$100 \$100
KELOWNA	COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQGFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQGFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKLZFM CKLZFM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKLZFM CKLZFM CKLZFM CKLZFM				S21			
THE	CKQQFM (was formally CKOV) CKKO FM					KELOWNA TOTAL;	S21	
VERNON	CKIZFM CICFFM				S21			
MERRIT	CKMQFM (was formally CJNL AM)					VERNON TOTAL:	S21	<u> </u>
meavai	GRACEM (Was followly GUYL AM)				S21	MERRIT TOTAL:	S21	<u> </u>
PENTICTON	CIGVFM		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		\$21	PENTICTON TOTAL:	. 004	
SOUTH OKANAGAN	ALL STATIONS COMBO (CJMGFM, CKOR, CHORFM)				S21	PENICION IDIAL:	S21	<b>**</b>
COLUMBIA SHUSWAP	ALL STATIONS = EZ ROCK, CKXR+					SOUTH OKANAGAN TOTAL:	S21	
					S21	COLUMBIA SHUSWAP TOTAL:	S21	<u> </u>
						CENTRAL INTERIOR TOTAL:	S21	\$85,571.20



VIZEM [connections]

Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282

#### 2012 / 13 RADIO COSTING ESTIMATE :30seconds

CLIENT:	Construct Construction & Oak to Francisco	DATE-	September 5, 2012
	Government Communications & Public Engagement	DATE:	
CAMPAIGN:	Jobs & The Economy	CLIENT CODE:	531219
CAMPAIGN DATE:	S21	PRODUCT:	13
AUDIENCE:	A2554 02 1	CAMPAIGN #:	TBD
UNIT:	S21	APO:	TBD
ROTATION:	Reach Plan - BR/DA/DR/EV	CPA:	TBD
		VERSION:	Rev 1
REVISION COMMENT:	S21	MEDIA BUYER:	Mike Tumbull

REVISION COMMENT:		S21				MEDIA	BUYER:	e iumbuli		
MARKETS	RECOMMENDED STATIONS		FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occo		COST! # of WEEK Weeks	Total GROSS Radio	• 1 1 • 1 1 1	Total NET Radio
NORTHERN INTERIOR				 						
PRINCE GEORGE	ALL STATIONS					S21	PRINCE GEORGE TOTAL:		004	
MACKENZIE	СНММ FM				;	S21	FRINCE GEORGE TOTAL		S21	
							MACKENZIE TOTAL:	4	S21	MAP.
CCI NETWORK PRINCE GEORGE / WILLIAMS LAKE VANDERHOOF / 100 MILE HOUSE SMITHERS / QUESNEL	ALL STATIONS					S21				-
BURNS LAKE.							CCI NETWORK TOTAL:		S21	18.
							NORTHERN INTERIOR TOTAL:	- S21		\$51,051.00
NORTH-WEST				 						
RADIO NORTHWEST TERRACE PRINCE RUPERT KITIMAT	ALL STATIONS = RNW					S21				
							RADIO NORTHWEST TOTAL:	K	S21	<b>2</b>
TERRACE	CFNRAM (Northern Native Radio)			 	;	S21				-
							TERRACE (CFNR) TOTAL:	W	S21	8
							NORTH-WEST TOTAL:	S21		\$21,738.75
NORTH-EAST				 	·					
PEACE NETWORK CHETWYND DAWSON CREEK FORT ST. JOHN	ALL STATIONS				;	S21				
							PEACE NETWORK TOTAL:	ž.	S21	332
RADIO NORTHEAST DAWSON CR./TUMBLER R. FORT ST. JOHN	ALL STATIONS = RNE					S21				
FORT NELSON							RADIO NORTHEAST TOTAL:	<u> </u>	S21	
							NORTH-EAST TOTAL:	S21		\$27,769.50



Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282



#### 2012 / 13 RADIO COSTING ESTIMATE: 30seconds

CLIENT: CAMPAIGN: CAMPAIGN DATE: AUDIENCE: UNIT: ROTATION:	Government Communications & Public En Jobs & The Economy S21. A2554 S21 Reach Plan - BR/DA/DR/EV	ngagament				DATE: CLIENT CODE: PRODUCT: CAMPAIGN #: APO: CPA: VERSION:	Sepi 5312 13 TBD TBD TBD Rev		
REVISION COMMENT:		S21				MEDIA BUYER:		Tumbuli	
MARKETS	RECOMMENDED STATIONS		FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST/ WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
SOUTH-EAST									
EK RADIO CRANBOOK FERNIE/SPARWOOD	ALL STATIONS					S21	EK RADIO TOTAL:		S21
TRAIL/CASTLEGAR	CJATFM (combo split =\$33.00)					S21			
				*=====		*	KBS TOTAL:	3	S21
							SOUTHEAST TOTAL:	S21	\$18,933.75
Total:  * PLEASE NOTE / CENCELLATION REQUIREME	NTS : Radio stations require written cand	cellation notice of 14 days prior	to the start of all campaigns."						\$422,957.45
							TOTA	L NET RADI	(O: \$422,957.45
Approved by Ministry Expense Authority:				Date:					
Approved by GCPE:				Data:	····				
Material Contact Name:				Material Contact Numb	er:				
AGENCY OF RECORD Advertising Placement Order					Blanket APO: Yes No		Campaign Name:		
STOB/PROJECT INFORMATION:	BILLING CONTACT:					BILLING TO: Min.	istry Branch Mailing Address		
STOB: GCPE 67 Ministry 67 68	Name:							-	
CPA/Project No.	Telephone: Fax	с						-	

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

"GCPE to fex algned estimate to 604-646-7299"



CLIENT:

CAMPAIGN:

CAMPAIGN DATE:

#### **VIZEUM CANADA INC**

Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282



October 26, 2012

531219

#### 2012 / 13 RADIO COSTING ESTIMATE: 30seconds

DATE:

CLIENT CODE:

Government Communications & Public Engagement

Jobs & The Economy

CAMPAION DATE: AUDIENCE: JNIT: ROTATION: REVISION COMMENT:	S21 . A25-54 S21				PRODUCT: CAMPAIGN #: APO: VERSION: MEDIA BUYER:		13 Origin TBD			
MARKETS	RECOMMENDED STATIONS		Gross :38 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	1, T	otal GROSS Radio	Total NET Radio	
VANCOUVER / LOWERMAINLAND / WHISTLER										
VANCOUVER (ASIAN)	CHMB (Cantonese, Mandarin)  CJVB (Cantonese)  CHKGFM (Mandarin)	Cantonese - MO-SA / 6A-7F Mandarin - MO-SA / 7P-12A				S21	AL:	S	21	
VANCOUVER (PUNJABI)	RIMJHIM RJ1200 RADIO INDIA RED FM	BREAKFAST / 7A-9A DAY / 10A-9F BREAKFAST / 7A-11A MIDDAY / 11A-2F AFTERNOON DRIVE / 2P-8F EVENING / 8P-1A				S21				
	Sher-e Punjab Radio					PUNJABI TOTA	<b>١</b> ٤:[ﷺ]	S	521	Ğ
Total:				VANCOUVER	/ LOWERMAINLAN	D/ WHISTLER TOTA	AL: _	S21	\$75,321.9 \$75,321.9	
PLEASE NOTE / CENCELLATION REQUIREMENTS	: Radio stations require written cance	ellation notice of 14 days prior t	o the start of all campa	lgns.*						
Approved by Ministry Expense Authority:			Date:				TOTAL	NET RADIO:	\$75,321.9	10
Approved by GCPE:			Date:							
Material Contact Name:			Material Contact Num	ber:						
AGENCY OF RECORD Advertising Placement Order				Blanket APO: Yes No		Campaign Name:				
STOB/PROJECT INFORMATION:	BILLING CONTACT:				BILLING TO: Minist	ry Branch Mailing Ad	dress			
STOB: GCPE 67 Ministry 67 68	Name:									
CPA/Project No.	Telephone:	Fax:								



# VIZEUM CANADA INC. 2012 ONLINE ADVERTISING COSTING ESTIMATE



CLIENT: Government Communications and Public Engagement

CAMPAIGN: Jobs & The Economy
CAMPAIGN DATE: S21
TAREGT AUDIENCE: TBD
AD HEADING/LANDING PAGE(S): TBD

REVISION COMMENT:

DATE: 18-Oct-12
CLIENT CODE: 531219
PRODUCT CODE: 13
CAMPAIGN #: TBD
APO: TBD
CPA: TBD
VERSION: Original
MEDIA BUYER: Mike Tumbuil

ONLINE PROJECT	CAMPAIGN DATES	HOURLY RATE # OF HR TOTAL (\$NET)
MEDIA EXECUTION FEE - Display Campaign Dashboard Weekly Dashboard Report - w/ Adserver Raw Data showing Impressions by Site and Creative. Including generated clicks.	S21	7 \$1,295.00
J, one and one and a g go located shall.		TOTAL (\$NET): \$1,295.00
Approved by Ministry Expense Authority:		Date:
Approved by GCPE:		Date:
Material Contact Name:	Ma	aterial Contact Number:
AGENCY OF RECORD Advertising Placement Order	APO# (Assigned by GCPE):	Blanket APO: Campaign Name: Yes No
STOB/PROJECT INFORMATION:	BILLING CONTACT:	BILLING TO: Ministry Branch Mailing Address
	Name:	
CPA/Project No	Telephone: Fax:	

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

"GCPE to fax signed estimate to 604-646-7299"



CAMPAIGN DATE(S);

AD HEADING/REF/SIZE;

CLIENT:

CAMPAIGN:

# VIZEUM CANADA 2012-2013 OOH COST ESTIMATE



September 19th, 2012

531219

TBD

DATE:

CLIENT CODE:

CAMPAIGN #:

PRODUCT CODE:

REVISION COMMENT:				APO: CPA: VERSION: MEDIA BUYER;	TBD TBD REV 2 Kalhy Husar	
MEDIUM	DETAILS	SPECIFICS	FLIGHT DATE(S)	NET COST PER PANEL (4 WEEKS)	# OF PANELS	NET COST
OOH / CANADA LINE - YVR STATION	SPECTACULAR - CANADA LINE / YVR STATION PRODUCTION FEE  S-CL2		·			
OOH / YVR AIRPORT	SPECTACULAR - INTERNATIONAL ARRIVALS PRODUCTION FEE S-UU  BAGGAGE CAROUSEL - INTERNATIONAL ARRIVALS PRODUCTION FEE		S21			
OOH / BORDER CROSSING	SUPERBOARD 10'x44' / SURREY@ BLAINE BORDER CROSSING 1 FACE - FACING SOUTH TO NORTH BOUND TRAFFIC X 12WKS SIGN # VA057043 PRODUCTION FEE					
	S21			TOTAL	COST (NET):	<b>\$1</b> 07,365,00
	Approved by Ministry Expense Authority:			Da	te:	
	Approved by GCPE:			Da	te:	
Material Contact Nam	18:		_			
AGENCY OF RECORD Advertising Placement Order	APO# (Assigned by GCPE):			Blanket APO: Yes No		
STOB/PROJECT INFORMATION:	BILLING CONTACT:	В	ILLING TO: Ministry Branch Mailing A			
STOB: GCPE 67 Ministry 67 68	Name:	_ _				
CBA/Project No.	Tolophone	<del>-</del>				

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

Government Communications and Public Engagement

S21

Jobs & The Economy

TBD - various



Suite 1205, Oceanic Plaza, 1066 West Hastings Vancouver BC V6E 3X1 (604) 646-7282



#### 2012 / 2013 TV COSTING ESTIMATE

CLIENT:	
CAMPAIGN:	
0 4 4 5 0 4 T 0 4 T 0 4 T	_

Government Communications & Public Engagement

Jobs & The Economy

CAMPAIGN DATE: AUDIENCE: S21 A25-54 S21

AUDIENCE: UNIT:

\_\_\_\_

REVISION COMMENT:

DATE: October 26, 2012
CLIENT CODE: 531219
PRODUCT: 13
CAMPAIGN #:
APO:
VERSION: Orginal
MEDIA BUYER: Kathy Husar

MARXETS	STATIONS	FLIGHT DATES	ESTIMATED WKLY COST	WEEKLY GRP's	WEEKLY COST GROSS		FAL COST GROSS	TOTAL COST NET
BC - VANCOUVER / VICTORIA								
VANCOUVER / VICTORIA (BBM People Meters)	CHNM / OMNI Fairchild Talentvision				S21			
				VANGO	UVER/AVICTORIA	TOTAL:		S21
Total:							S21	\$72,250.00
	ice 4 weeks prior to campaign start date, and first 4 we duction of 2x creative messages in Punjabi, Mandarin							
						TOTAL NET T	ELEVISION:	\$72,250.00
Approved by Ministry Expense A	uthority:			Date	e:			
Material Conta	ct Name:		Materia	d Contact Number	ß			

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\*\*GCPE to fax signed estimate to 604-648-7299\*\*