



VIZEUM CANADA INC.



2011-2012 ONLINE ADVERTISING COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs and Economy  
 CAMPAIGN DATE: S21  
 TARGET AUDIENCE: Geo-target: BC; Working Moms  
 AD HEADING: 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
Postmedia	Canada.com - Lifestyle Network		Big Box					
	Canada.com - Lifestyle Network		Leaderboard					
Sympatico/Bell Media	Contextual Placements: Best Health Magazine, Lifestyles, News, and Entertainment		Big Box					
	Contextual Placements: Best Health Magazine, Lifestyles, News, and Entertainment		Leaderboard					
TC Media	CanadianLiving.com		Big Box					
	CanadianLiving.com		Leaderboard					
	Family Channel		Big Box					
MSN	Family Channel		Leaderboard					
	BT - Home Decision Makers		Big Box					
	BT - Home Decision Makers		Leaderboard					
	Lifestyle Channel		Big Box					
Yahoo	Lifestyle Channel	S21	Leaderboard			S21		
	BT - Parenting with kids		Big Box					
Globe and Mail	BT - Parenting with kids		Leaderboard					
	News		Big Box					
GLAM	News		Leaderboard					
	BT: Modern Moms		Big Box					
	BT: Modern Moms		Leaderboard					
	Run of Family and Mom Verticals		Big Box					
	Run of Family and Mom Verticals		Leaderboard					
	Divine.ca		Big Box					
Today's Parent	Divine.ca		Leaderboard					
	ROS		Big Box					
EyeReturn	ROS		Leaderboard					
	ad serving fee CPM (rich media)							
<b>TOTALS:</b>							<u>S21</u>	<u>\$52,110.50</u>



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## 2011-2012 ONLINE ADVERTISING COSTING ESTIMATE

**CLIENT:** Government Communications & Public Engagement  
**CAMPAIGN:** Jobs and Economy  
**CAMPAIGN DATE:** S21  
**TARGET AUDIENCE:** Geo-target: BC; Working Moms  
**AD HEADING:** 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
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Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b>		<b>APO# (Assigned by GCPE):</b>		<b>Blanket APO:</b>		<b>Campaign Name:</b>	
Advertising Placement Order				Yes No			
<b>STOB/PROJECT INFORMATION:</b>				<b>BILLING CONTACT:</b>		<b>BILLING TO: Ministry Branch Mailing Address</b>	
<b>STOB:</b>	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 signed estimate to 604-646-7293\*\*



# VIZEUM CANADA INC.



## 2012-2013 ONLINE ADVERTISING COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs and Economy  
 CAMPAIGN DATE: S21  
 TARGET AUDIENCE: Geo-target: BC; Working Moms  
 AD HEADING: 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	Ad Size	CPM / CPC	# of Weeks	Total Clicks / Impressions	Total Net Cost
Vancouvermom.ca	ROS	S21	Big Box Leaderboard Vancouvermom.ca campaign Research & Recommend Blogger Liaison & Reporting			S21		
<b>TOTALS:</b>							<u>0</u>	<u>\$15,370.00</u>

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order	APO# (Assigned by GCPE):	Blanket APO: Yes No	Campaign Name:
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>	
STOB: GCPE 67 Ministry 67 68	Name: _____	_____	
CPA/Project No. _____	Telephone: _____ Fax: _____	_____	

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 \*\*GCPE to fax signed estimate to 604-646-7293\*\*



# VIZEUM CANADA INC.

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



## 2012 ~ 2013 NEWSPAPER COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs - Vancouver Sun BC 2035 'A Guide to our Economic Future'  
 CAMPAIGN DATE: S21  
 AD HEADING: TBD  
 AD SIZE: Full Page / Full Colour  
 POSITION REQUEST: Well Forward News  
 REVISION COMMENT: S21

DATE: March 29th, 2012  
 CLIENT CODE: 531219  
 PRODUCT CODE: 13  
 CAMPAIGN #: 01  
 APO: A2000  
 CPA: GCPE 67  
 VERSION: Revision #2  
 MEDIA BUYER: Kathy Husar

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

PUBLICATION	PUB DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE	COL COST	NET COST	# OF INS.	TOTAL COST	CIRC.	CPM	FORM	BOOKING DEADLINE	MATERIAL DEADLINE
<b>BC DAILIES</b>													
<b>VANCOUVER - LOWER MAINLAND</b>													
VANCOUVER SUN / BC 2035 : Overview											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											BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Infrastructure, Construction, Construction & P3											BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : IT & Technology											BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER SUN / BC 2035 : Ship Building					S21						BRD - P	THURS APRIL 5	WED APRIL 18
VANCOUVER 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 NEWSPAPER COST: \$94,000.00

Approved 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 ___	Campaign Name:
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STOB/PROJECT INFORMATION:

BILLING CONTACT:

BILLING TO: Ministry Branch Mailing Address



# VIZEUM CANADA INC.

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



## 2012 ~ 2013 NEWSPAPER COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs - Vancouver Sun BC 2035 'A Guide to our Economic Future'  
 CAMPAIGN DATE: S21  
 AD HEADING: TBD  
 AD SIZE: Full Page / Full Colour  
 POSITION REQUEST: Well Forward News  
 REVISION COMMENT: S21

DATE: March 29th, 2012  
 CLIENT CODE: 531219  
 PRODUCT CODE: 13  
 CAMPAIGN #: 01  
 APO: A2000  
 CPA: GCPE 67  
 VERSION: Revision #2  
 MEDIA BUYER: Kathy Husar

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

PUBLICATION	PUB DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE	COL. COST	NET COST	# OF INS.	TOTAL COST	CIRC.	CPM	FORM	BOOKING DEADLINE	MATERIAL DEADLINE
STOB: GCPE 67 ___ Ministry 67 ___ 68 ___      Name: _____ CPA/Project No. _____      Telephone: _____ Fax: _____													

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



# VIZEUM CANADA INC.

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



## 2012 / 2013 TV COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A25-54  
 UNIT: S21  
 REVISION COMMENT:

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

MARKETS	STATIONS	FLIGHT DATES	Total GRP's	TOTAL COST	
				GROSS	NET
<b>BC - VANCOUVER / VICTORIA</b>					
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 Segements Production Additional Spots in News Promotional Teaser Campaign	S21			S21
				<b>VANCOUVER / VICTORIA TOTAL:</b>	
<b>BC - INTERIOR</b>					
KELOWNA (BBM Diary)	CHBC, CHAN1	S21			S21
				<b>OKANAGAN TOTAL:</b>	
KAMLOOPS / PRINCE GEORGE (BBM Diary)	CKPG, GLOBAL, CTV CFJC	S21			S21
				<b>KAMLOOPS / PRINCE GEORGE TOTAL:</b>	
TERRACE / KITIMAT (BBM Diary)	CFTK, CIVI-T, CHAN-T	S21			S21
				<b>TERRACE / KITIMAT TOTAL:</b>	
DAWSON CREEK (BBM Diary)	CJDC, CHAN-D	S21			S21
				<b>DAWSON CREEK TOTAL:</b>	



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Vancouver BC V6E 3X1 (604) 646-7282



## 2012 / 2013 TV COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
CAMPAIGN: Jobs & The Economy  
CAMPAIGN DATE: S21  
AUDIENCE: A25-64  
UNIT: S21  
REVISION COMMENT:

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

MARKETS	STATIONS	FLIGHT DATES	Total GRP's	TOTAL COST	
				GROSS	NET
KOOTENAYS (BBM Diary)	CHAN1 - K		S21		
<b>KOOTENAYS TOTAL:</b>					S21

**Total:**

\* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable  
For the creative to run on Shaw it must have a PSA Number (Public Service Announcement)

**TOTAL NET TELEVISION: \$2,323,562.35**

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order	APO# (Assigned by GCPE): _____	Blanket APO: Yes ___ No ___	Campaign Name: _____
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>		<b>BILLING TO: Ministry Branch Mailing Address</b>
STOB: GCPE 67 ___ Ministry 67 ___ 68 ___	Name: _____	Telephone: _____	Fax: _____
CPA/Project No. _____			

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 604-646-7293\*\*



# VIZEUM CANADA INC

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  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A2554  
 UNIT: S21  
 ROTATION: Reach Plan - BR/DA/DR/VEY

DATE: September 5, 2012  
 CLIENT CODE: 531219  
 PRODUCT: 13  
 CAMPAIGN #: TBD  
 APO: TBD  
 CPA: TBD  
 VERSION: Rev 1  
 MEDIA BUYER: Mike Tumbull

REVISION COMMENT: S21

MARKETS	RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
<b>VANCOUVER / LOWERMAINLAND / WHISTLER</b>								
VANCOUVER	CFBTFM, CFMIFM, CFOXFM, CFUNFM CHQMFM, CHMJ, CISE, CJRPM CKLGF, CKNW, CKST CKWX, CKZZFM, CKPKFM		(PPM)		S21		VANCOUVER TOTAL: [ ]	S21
FRASER VALLEY (Abbotsford, Chilliwack, Hope)	CKSRFM CKQCFM CHWK FM CKSRFM CKQCFM CHWK FM CKSRFM CKQCFM CHWK FM				S21		FRASER VALLEY TOTAL: [ ]	S21
PEMBERTON	CFPVFM				S21		PEMBERTON TOTAL: [ ]	S21
<b>VANCOUVER / LOWERMAINLAND / WHISTLER TOTAL:</b>							<b>S21</b>	<b>\$163,302.00</b>
<b>ISLAND</b>								
VICTORIA	CKKQFM, CHTTFM, CIOCFM, CJZNF, CFAX, CHBEFM				S21		VICTORIA TOTAL: [ ]	S21
ISLAND RADIO NETWORK PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/ PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/ PARKSVILLE PARKSVILLE COURTENAY/COMOX/ COURTENAY/COMOX/	CIBHFM (combo split = CHPQFM (combo split = CKLRFM (combo split = CFCPF (combo split = CIBHFM (combo split = CHPQFM (combo split = CKLRFM (combo split = CFCPF (combo split = CIBHFM (combo split = CHPQFM (combo split = CKLRFM (combo split = CFCPF (combo split =		S21		S21		VANCOUVER ISLAND NETWORK TOTAL: [ ]	S21
<b>ISLAND TOTAL:</b>							<b>S21</b>	<b>\$54,591.25</b>





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Vancouver BC V6E 3X1 (604) 646-7282



## 2012 / 13 RADIO COSTING ESTIMATE :30seconds

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A2554  
 UNIT: S21  
 ROTATION: Reach Plan - BR/DA/DR/EV

DATE: September 5, 2012  
 CLIENT CODE: 531219  
 PRODUCT: 13  
 CAMPAIGN #: TBD  
 APO: TBD  
 CPA: TBD  
 VERSION: Rev 1  
 MEDIA BUYER: Mike Turnbull

REVISION COMMENT: S21

MARKETS	RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST/ WEEK	# of Weeks	Total GROSS Radio	Total NET Radio	
<b>CENTRAL INTERIOR</b>									
<b>KAMLOOPS</b>	CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJ/KCFM S21 CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJ/KCFM S21 CIFMFM / CKBZFM (combo split = CHNLAM CKRVFM CJ/KCFM				S21				
							<b>KAMLOOPS TOTAL:</b>	S21	
<b>KELOWNA</b>	COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQQFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQQFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQQFM (was formally CKOV) CKKO FM				S21				
							<b>KELOWNA TOTAL:</b>	S21	
<b>VERNON</b>	CKIZFM CICFFM				S21				
							<b>VERNON TOTAL:</b>	S21	
<b>MERRIT</b>	CKMQFM (was formally CJNL AM)				S21				
							<b>MERRIT TOTAL:</b>	S21	
<b>PENTICTON</b>	CIGVFM				S21				
							<b>PENTICTON TOTAL:</b>	S21	
<b>SOUTH OKANAGAN</b>	ALL STATIONS COMBO (CJMGFM, CKOR, CHORFM)				S21				
							<b>SOUTH OKANAGAN TOTAL:</b>	S21	
<b>COLUMBIA SHUSWAP</b>	ALL STATIONS = EZ ROCK, CKXR+				S21				
							<b>COLUMBIA SHUSWAP TOTAL:</b>	S21	
							<b>CENTRAL INTERIOR TOTAL:</b>	S21	\$85,571.20



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Vancouver BC V6E 3X1 (604) 646-7282



## 2012 / 13 RADIO COSTING ESTIMATE :30seconds

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A2554  
 UNIT: S21  
 ROTATION: Reach Plan - BR/DA/DR/EV  
 REVISION COMMENT: S21

DATE: September 5, 2012  
 CLIENT CODE: 531219  
 PRODUCT: 13  
 CAMPAIGN #: TBD  
 APO: TBD  
 CPA: TBD  
 VERSION: Rev 1  
 MEDIA BUYER: Mike Turnbull

MARKETS	RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio	
<b>NORTHERN INTERIOR</b>									
PRINCE GEORGE	ALL STATIONS				S21		PRINCE GEORGE TOTAL:	S21	
MACKENZIE	CHMM FM				S21		MACKENZIE TOTAL:	S21	
CCI NETWORK PRINCE GEORGE / WILLIAMS LAKE VANDERHOOF / 100 MILE HOUSE SMITHERS / QUESNEL BURNS LAKE.	ALL STATIONS				S21		CCI NETWORK TOTAL:	S21	
							NORTHERN INTERIOR TOTAL:	S21	\$51,051.00
<b>NORTH-WEST</b>									
RADIO NORTHWEST TERRACE PRINCE RUPERT KITIMAT	ALL STATIONS = RNW				S21		RADIO NORTHWEST TOTAL:	S21	
TERRACE	CFNRAM (Northern Native Radio)				S21		TERRACE (CFNR) TOTAL:	S21	
							NORTH-WEST TOTAL:	S21	\$21,738.75
<b>NORTH-EAST</b>									
PEACE NETWORK CHETWYND DAWSON CREEK FORT ST. JOHN	ALL STATIONS				S21		PEACE NETWORK TOTAL:	S21	
RADIO NORTHEAST DAWSON CR./TUMBLER R. FORT ST. JOHN FORT NELSON	ALL STATIONS = RNE				S21		RADIO NORTHEAST TOTAL:	S21	
							NORTH-EAST TOTAL:	S21	\$27,769.50



# VIZEUM CANADA INC

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



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CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A2554  
 UNIT: S21  
 ROTATION: Reach Plan - BR/DA/DR/EV

DATE: September 5, 2012  
 CLIENT CODE: 531219  
 PRODUCT: 13  
 CAMPAIGN #: TBD  
 APO: TBD  
 CPA: TBD  
 VERSION: Rev 1  
 MEDIA BUYER: Mike Turnbull

REVISION COMMENT: S21

MARKETS	RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :30 GPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
<b>SOUTH-EAST</b>								
EK RADIO CRANBROOK FERNIE/SPARWOOD	ALL STATIONS				S21		EK RADIO TOTAL: [ ]	S21
TRAIL/CASTLEGAR	CJATFM (combo split = \$33.00)				S21		KBS TOTAL: [ ]	S21
							<b>SOUTHEAST TOTAL:</b>	<b>\$18,933.75</b>
<b>Total:</b>							<b>S21</b>	<b>\$422,957.45</b>

\* PLEASE NOTE / CANCELLATION REQUIREMENTS : Radio stations require written cancellation notice of 14 days prior to the start of all campaigns.\*

**TOTAL NET RADIO: \$422,957.45**

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order		Blanket APC: Yes ___ No ___	Campaign Name: _____
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>	
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 (ACR).

\*\*GCPE to fax signed estimates to 604-646-7289\*\*



# VIZEUM CANADA INC

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:	October 26, 2012
CAMPAIGN:	Jobs & The Economy	CLIENT CODE:	531219
CAMPAIGN DATE:	S21	PRODUCT:	13
AUDIENCE:	A25-54	CAMPAIGN #:	
UNIT:	S21	APD:	
ROTATION:		VERSION:	Original
REVISION COMMENT:		MEDIA BUYER:	TBD

MARKETS	RECOMMENDED STATIONS	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio	
<b>VANCOUVER / LOWERMAINLAND / WHISTLER</b>								
VANCOUVER (ASIAN)	CHMB (Cantonese, Mandarin)		Cantonese - MO-SA / 6A-7P Mandarin - MO-SA / 7P-12A		S21			
	CJVB (Cantonese)							
	CHKGFM (Mandarin)							
						<b>ASIAN TOTAL:</b>	<b>S21</b>	
VANCOUVER (PUNJABI)	RIMJHIM							
	RJ1200							
	RADIO INDIA		BREAKFAST / 7A-9A DAY / 10A-9P		S21			
	RED FM		BREAKFAST / 7A-11A MIDDAY / 11A-2P AFTERNOON DRIVE / 2P-8P EVENING / 8P-1A					
						<b>PUNJABI TOTAL:</b>	<b>S21</b>	
						<b>VANCOUVER / LOWERMAINLAND/ WHISTLER TOTAL:</b>	<b>S21</b>	<b>\$75,321.90</b>
<b>Total:</b>							<b>\$75,321.90</b>	

\* PLEASE NOTE / CANCELLATION REQUIREMENTS : Radio stations require written cancellation notice of 14 days prior to the start of all campaigns.\*

**TOTAL NET RADIO: \$75,321.90**

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order	Blanket APO: Yes ___ No ___	Campaign Name:
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>
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 signed estimate to 604-646-7299\*\*



**VIZEUM CANADA INC.**  
**2012 ONLINE ADVERTISING COSTING ESTIMATE**



CLIENT: Government Communications and Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 TARGET 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 Turnbull

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
<b>TOTAL (\$NET):</b>				<b>\$1,295.00</b>

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order	APO# (Assigned by GCPE):	Blanket APO: Yes No	Campaign Name:
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>	
CPA/Project No. _____	Name: _____	_____	
	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\*\*



# VIZEUM CANADA

## 2012-2013 OOH COST ESTIMATE



**CLIENT:** Government Communications and Public Engagement  
**CAMPAIGN:** Jobs & The Economy  
**CAMPAIGN DATE(S):** S21  
**AD HEADING/REF/SIZE:** TBD - various  
**REVISION COMMENT:**

**DATE:** September 19th, 2012  
**CLIENT CODE:** 531219  
**PRODUCT CODE:** 13  
**CAMPAIGN #:** TBD  
**APO:** TBD  
**CPA:** TBD  
**VERSION:** REV 2  
**MEDIA BUYER:** Kathy 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		S21			
	BAGGAGE CAROUSEL - INTERNATIONAL ARRIVALS PRODUCTION FEE					
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				
<b>TOTAL COST (NET):</b>						<b>\$107,365.00</b>

Approved by Ministry Expense Authority: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by GCPE: \_\_\_\_\_ Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

<b>AGENCY OF RECORD</b> Advertising Placement Order	APO# (Assigned by GCPE): _____	Blanket APO: Yes No
<b>STOB/PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>
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).



# VIZEUM CANADA INC.

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



## 2012 / 2013 TV COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: Jobs & The Economy  
 CAMPAIGN DATE: S21  
 AUDIENCE: A25-64  
 UNIT: S21  
 REVISION COMMENT:

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

MARKETS	STATIONS	FLIGHT DATES	ESTIMATED WKLY COST	WEEKLY GRP's	WEEKLY COST GROSS	NUMBER OF WEEKS	TOTAL COST GROSS	TOTAL COST NET	
<b>BC - VANCOUVER / VICTORIA</b>									
VANCOUVER / VICTORIA (BBM People Meters)	CHNM / OMNI Fairchild Talentvision				S21				
<b>VANCOUVER / VICTORIA TOTAL:</b>								S21	
<b>Total:</b>								S21	<b>\$72,250.00</b>

\* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable  
 \* Production charge quoted includes production of 2x creative messages in Punjabi, Mandarin and Cantonese ONLY

**TOTAL NET TELEVISION: \$72,250.00**

Approved by Ministry Expense Authority: \_\_\_\_\_

Date: \_\_\_\_\_

Material Contact Name: \_\_\_\_\_

Material Contact Number: \_\_\_\_\_

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\*\*