



MEDIA IN CANADA

CATEGORY TYPE - MEDIA
LIST SIZE – 6,063 (5,642)
MIN. ORDER - \$375.00
ONE TIME USAGE COST/M - \$150.00
MULTI USAGE COST /M - \$300.00

MEDIA IN CANADA IS THE DEFINITIVE SOURCE OF KEY PROSPECTS IN VARIOUS CANADIAN MEDIA OUTLETS. THE DATABASE OFFERS THE TOP BUSINESS MANAGERS AND PUBLISHERS A THE FOLLOWING MEDIA OUTLETS:

ORGANIZATION TYPES:

2,170 BROADCASTERS (1,084)

- 796 - TV STATIONS (104)
- 235 - AM STATIONS (176)
- 260 - CABLE COMPANIES (114)
- 674 - FM STATIONS (499)
- 133 - SPECIALTY STATIONS (93)

649 BOOK PUBLISHERS (680)

1,886 MAGAZINES (2,381)

- 191 - ETHNIC PUBLICATIONS (249)
- 679 - BUSINESS PUBLICATIONS (980)
- 687 - CONSUMER PUBLICATIONS (900)
- 79 - FARM PUBLICATIONS (100)
- 94 - SCHOLARLY PUBLICATIONS (148)
- 155 - UNIVERSITY & SCHOOL PUBLICATIONS (3)

1,174 NEWSPAPERS (1,426)

FIGURES IN BRACKETS REPRESENT ALL AVAILABLE CONTACTS

THIS IS AN IDEAL LIST FOR ALL BUSINESS-TO-BUSINESS MAILERS (CONSUMER BUSINESS, SEMINAR, SERVICE) AS WELL AS FUNDRAISERS LOOKING FOR EXPOSURE.

| <u>SELECTS</u> | <u>COSTS \$/M</u> | <u>AVAILABLE FORMATS</u> | |
|-----------------------|-------------------|---------------------------------------------------------------------------------------------------------------------------|----------------|
| PROVINCE: | \$10.00 | LABELS: | \$40.00/M |
| FSA: | \$10.00 | CD: | \$25.00/F |
| KEYCODE: | \$10.00 | EMAIL: | \$15.50/F |
| ORGANIZATION TYPE: | \$10.00 | | |
| <u>SELECT OUTPUTS</u> | <u>COSTS \$/M</u> | <u>SHIPPING [CD & LABELS]</u> | <u>MINIMUM</u> |
| PHONE: | \$30.00 | TORONTO AREA | \$15.50 |
| FAX: | \$50.00 | REST OF CANADA | \$40.00 |
| EMAIL: | \$75.00 | U.S. | \$50.00 |
| URL: | \$10.00 | | |
| | | ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE. FOR CURRENT PRICING OR MORE INFORMATION PLEASE CALL 1.866.433.4739 | |