

INDUSTRY PARTNERSHIP - REGIONAL CAMPAIGN

SUMMER TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER: 2"x4" ad in the regional newspaper insert <i>NB/NS/PEI/MAINE/QC (circulation 345,500) *See list below</i>	950	15	5 per insertion
EMAIL: Listing in the summer general email <i>Send to all e-club members</i>	500	5	
TOTAL SUMMER PARTNERSHIP (3 INSERTS & 1 EMAIL)	2,800		(Saving of \$700)
* Halifax Chronicle Herald/ Daily News, Telegraph-Journal, Times and Transcript, Le Soleil Daily Gleaner, L'Acadie Nouvelle, Charlottetown Guardian, Bangor Daily News,			

FALL TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER: 2"x4" ad in the regional newspaper insert <i>NB/NS/PEI/MAINE/QC (circulation 345,500) + fulfillment + liquor stores</i>	950	5	
EMAIL: Listing in the fall general email <i>Send to all e-club members</i>	500	5	
TOTAL FALL PARTNERSHIP (1 INSERT & EMAIL)	1,200		(Saving of \$250)

WINTER TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER: 2"x4" ad in the regional newspaper insert <i>NB/NS/PEI/MAINE/QC (circulation 345,500) + fulfillment + liquor stores</i>	950	10	5 per insertion
EMAIL: Listing in the fall general email <i>Send to all e-club members</i>	500	5	
TOTAL WINTER PARTNERSHIP (2 INSERT & EMAIL)	2,000		(Saving of \$400)

FULL PARTNERSHIP FOR REGIONAL 6,000

FOR MORE INFORMATION OR TO PURCHASE
PLEASE CONTACT NATALIE WIGGINS AT
506-453-2422 OR natalie.wiggins@gnb.ca
Deadline to purchase is December 9, 2005

INDUSTRY PARTNERSHIP - ONTARIO CAMPAIGN

INDIVIDUAL TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER: Section in NB half page ads			
<i>Toronto Star (692,000 circulation) - 4 ads total</i>			
<i>Cost per insertion</i>	1,500	16	4 per insertion
<i>Ottawa Citizen (175,000 circulation)- 4 ads total</i>			
<i>Cost per insertion</i>	850	16	4 per insertion
MAGAZINE: 1/6 of a full page ad (Part of NB DPS)			
<i>Reader's Digest (570,470 circulation)</i>			
<i>Cost per partner</i>	650	12	6 per insertion

PACKAGE OPPORTUNITIES			
Ontario Package A			
<i>Reader's Digest</i>			
<i>2 x Toronto Star</i>			
	<i>Cost for package A</i>	3,000	(Saving of \$650)
Ontario Package B			
<i>Reader's Digest</i>			
<i>4 x Toronto Star (or 2 x Toronto & 2 x Ottawa Citizen)</i>			
	<i>Cost for package B</i>	5,000	(Saving of \$1,850)
Ontario Package C			
<i>Reader's Digest</i>			
<i>4 x Toronto Star</i>			
<i>4 x Ottawa Citizen</i>			
	<i>Cost for package C</i>	8,000	(Saving of \$2,250)

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INDUSTRY PARTNERSHIP - QUEBEC PROGRAM

INDIVIDUAL TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER:Section in full page 4 colour New Brunswick ad <i>La Presse and Le Soleil combined executions</i> Montreal and Quebec City Reach <i>Cost per execution</i>	1,500	6	

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INDUSTRY PARTNERSHIP - NEW ENGLAND PROGRAM

INDIVIDUAL TACTICS	COST (\$)	MAX	NOTES
NEWSPAPER: Section in half page NB ads (8 ads in total, full color) <i>Boston Globe (700,000 circulation)</i> <i>Cost per insertion</i>	1,500	32	4 per insertion
MAGAZINE: Section in a full page ad (Part of NB DPS) <i>Yankee (400,000 circulation)</i>	2,200	8	
<i>Audubon (250,000 circulation)</i>	2,200	8	
<i>NNEJ (400,000 circulation)</i>	2,200	8	
PACKAGE OPPORTUNITIES			
New England Package A <i>4 x Boston Globe</i>	<i>Cost for package A</i>	5,000	(Saving of \$1,000)
New England Package B <i>2 x Boston Globe</i> <i>All magazines (Yankee, Adudubon & NNEJ)</i>	<i>Cost for package B</i>	7,000	(Saving of \$2,600)
New England Package C <i>4 x Boston Globe</i> <i>All magazines (Yankee, Adudubon & NNEJ)</i>	<i>Cost for package C</i>	8,500	(Saving of \$3,100)

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