

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: Government Communications & Public Engagement
CAMPAIGN: Jobs and Economy

CAMPAIGN: CAMPAIGN DATE: TAREGT AUDIENCE;

S21 Geo-target: BC; Working Moms

AD HEADING:

REVISION COMMENT:

TBD

(shifted start date, revised sites and impressions)

DATE: October 4, 2012
CLIENT CODE: 331219
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
Approved by Ministry Expens	se Authority:				Date:			
Арргоч	ed by GCPE:		W. B. C.		Date:			
Material Co	ontact Name:			Material Conf	act Number:		Harris Market	
AGENCY OF Advertising Pla			APO# (Assigned by GCPE):		Blanket APO Yes No	: (Campaign Name:	
STOB/PROJECT (NFORMATION:		BILLING CONTACT:		BILLING TO:	Ministry Bi	ranch Mailing Addres	ss
STOB: GCPE	E 67 Ministry 67 68		Name:					-
CPA/Project No			Telephone: Fa	зх;		•		_

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:

REVISION COMMENT:

Jobs and Economy S21

AD HEADING:

Geo-target: BC; Working Moms

DATE: October 25, 2012 CLIENT CODE: 531219 PRODUCT CODE: 13 CAMPAIGN #: APO: CPA:

VERSION: Original MEDIA BUYER: Angela Roberts

Site Pages	Flight Date	Product A	Ot III)	# of Total Clicks / Veeks Impressions	Total Ne Cost
Vancouvermom.ca ROS	S21	Big Box Leaderboard Vancouvermom.ca campaign Research & Recommend Blogger Lialson & Reporting		S21	
			то	TALS: 0	\$15,370.0
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:	
STOB/PROJECT INFORMATION:		BILLING CONTACT:		inistry Branch Mailing Addre	ess
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.

Vizem [connections]

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						PRODUCT CAMPAIG APO: CPA: VERSION: MEDIA BU	N #:	13 01 A2000 GCPE 67 Revision #2 Kathy Husar	
	** PLEASE NOTE - all in		321 Annrovimate	and can chan	on as the actua	al nublication date	e(s) annroac			,,_,,	
	PUB		••	lat GOL.	<u>-</u>	# OF TOTAL	CIRC.	CPM	FORM	BOOKING	MATERIAL
PUBLICATION	DAYS	COL X LINES		RATE COST		INS. COST				DEADLINE	DEADLINE
BC DAILIES Yancouver - Lower Mainland	energi ng semenangan katalog ing ing ing	145 147 157 207 207 207 207 207 207 207 207 207 20	a.com/202288986982985838			50001000000001185275555					
VANCOUVER SUN / BC 2035 : Overview		- 473, VA DA WEZ-WEZ-WEZ-WEZ-							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
ANCOUVER SUN / BC 2035 : Forestry									BRD - P	THURS APRIL 5	WED APRIL 18
ng king 1		e Ngjir e sa nesa.		ravije Heavyelski Streti	Green fent en alaef e	a kip dibapiliyi il kipilaya	mišai koja (Septi)	4sthianne	vier peise	eta aranzara.	
/ANCOUVER SUN / BC 2035 : Infrastructure, Construction, Construction & P3 /ANCOUVER SUN / BC 2035 : IT & Technology									BRD-P BRD-P	THURS APRIL 5 THURS APRIL 5	WED APRIL 18 WED APRIL 18
/ANCOUVER SUN / BC 2035 : The Treatmoney /ANCOUVER SUN / BC 2035 : Ship Building				S21					880 - P	THURS APRIL 5	WED APRIL 18
/ANCOLIVER SUN / BC 2035 : Trades, Training, Education and Labour				02.					BRD-P	THURS APRIL 5	WED APRIL 18
Print: The booking deadline for all newspapers is also the cancellation deadline	**					36560046650978765515975 1 0					
				N	ET NEWSPAPER	COST: \$94,000.	00				
Approved by Ministry Expense Authority:							Date:				
. Approved by minionly Expense risking.					_		2010.				
Approved by GCPE:							Date:				
Material Contact Name:	ı					Material Contac	ct Number:				
inatorial common name		·····			_	material contac					
AGENCY OF RECORD	APO# (Assigned I	by GCPE):	Blan	ket APO:		Campaign Name);		 		
Advertising Placement Order		- ,	Yes	No		· •					
STOB/PROJECT INFORMATION:	8	ILLING CONTAC	CT:				BILLING	TO: Minis	try Branch	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
CAMPAIGN DATE:	S21	PRODUCT CODE:	13
AD HEADING:	TBD	CAMPAIGN #:	01
AD SIZE:	Fuli Page / Full Colour	APO:	A2000
POSITION REQUEST:	Well Forward News	CPA:	GCPE 67
		VERSION:	Revision #2
REVISION COMMENT:	S21	MEDIA BUYER:	Kathy Husar

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

PUB PUBLICATION DAYS	AD SIZE COL X LINES	TOTAL LINES	NET LINE RATE		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:						

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

2012 / 2013 TV COSTING ESTIMATE

CLIENT: CAMPAIGN: CAMPAIGN DATE: AUDIENCE: UNIT:

Government Communications & Public Engagement

A25-54

REVISION COMMENT:

Jobs & The Economy

S21

S21

DATE: October 9, 2012 CLIENT CODE: 531219 PRODUCT: 13 CAMPAIGN #: 3 APO: A2107

VERSION: REV 3 MEDIA BUYER: Mike Turnbuil

MARKETS	2 ROTAT Z	Total Flight dates GRP's	TOTAL COST GROSS	TOTAL COST 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 Segements Production Additional Spots in News Promotional Teaser Campaign	S21	S21	
		VANCOUVER / VICTORIA TOTA	u.	
BC - INTERIOR				
KELOWNA (BBM Diary)	CHBC, CHAN1	S21	S21	
		OKANAGAN TOTAL:		
KAMLOOPS / PRINCE GEORGE (BBM Diary)	CKPG, GLOBAL, CTV CFJC	S21	S21	pear .
		KAMLOOPS/PRINCE GEORGE TO	OVAR I	
TERRACE / KITIMAT (BBM Diary)	CFTK, CIVI-T, CHAN-T	S21		
DAWSON CREEK (BBM Diary)	CJDC, CHAN-D	S21		
		DAWSON CREEK TOTAL:	321	W.



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

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	Total GRP's	To the stage	TOTAL CO GROSS		
KOOTENAYS (BBM Diary)	CHAN1 - K	\$	S21				
		•	KOOTE	NAYS TOTAL:		S21	1990
Total:							٦
	nolice 4 weeks prior to campaign start date, and first w it must have a PSA Number (Public Service				TOTAL NET TELEV	/ISION: \$2,323,562.35	_
Approved by Ministry Expen	se Authority:		Date:				
Approv	ed by GCPE:		Date:				_
Material Co	ontact Name:	Ma	terial Contact Number:				
AGENCY OF RECOR		APO# (Assigned by GCPE):	Blanket APO: Yes No	Campai	gn Name:		
STOB/PROJECT INFORMATION:		BILLING CONTACT:		BILLING	3 TO: Ministry Branch Mail	ling Address	
STOB: GCPE 67 Ministry 67	68	Name:					
CPA/Project No.	<u>_</u>	Telephone:	Fax:				
Instructions	This order is to be authorized by Government Communication	ations and Public Engagement. This order is	s subject to the terms and conditi	ons of the contract agree	ment with the Agency of Reco	rd (AOR).	j

GCPE to fax signed estimate to 504-646-7299



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



2012 / 13 RADIO COSTING ESTIMATE: 30seconds

Government Communications & Public Engagement Jobs & The Economy S21 A2554 S21 Reach Plan - BR/DA/DR/EY				DATE: CLIENT CODE: PRODUCT: CAMPAIGN #: APO: CPA:	5 1 1 1	31219 3 BD BD BD	2	
S21				MEDIA BUYER:				
RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :38 CPP/SPOT	Weight GRP's / Occn	COST! WEEK	# of Weeks	Total GROS Radio		tal NET Radio
ER								
CFBTFM, CFMIFM, CFOXF+, CFUNFM CHQMFM, CHMJ, CISL, CJJRFM CKLGFM, CKNW, CKST CKWX, CKZZFM, CKPKFM		(PPM)		S21	VANCOUVER TOTAL:		S21	Pow
CKSREM CKQCFM CHWK FM CKSREM CKQCFM CHWK FM CKQCFM CKSREM CKQCFM CKSREM CKQCFM				S21				
CHWK FM				F	RASER VALLEY TOTAL:		S21	
CFPVFM				S21				
				· · ·	PEMBERTON TOTAL:	X	S21	100
			VANCOUVER	/ LOWERMAINLA	AND/ WHISTLER TOTAL:	S21_	\$163	3,302,00
CKKQFM, CHTTFM, CIOCFM,C/ZNFM, CFAX, CHBEFM				S21	VICTORIA TOTAL:		S21	
CIBHFM (combo spiit = CHPQFM (combo spiit = CFCPFM (combo spiit = CIBHFM (combo spiit = CHPQFM (combo spiit = CHPQFM (combo spiit = CFCPFM (combo spiit = CFCPFM (combo spiit = CIBHFM (combo spiit = CHPQFM (combo spiit = CFCPFM (combo spiit =							S21 \$54,	591.25
	Jobs & The Economy \$21 A2534 \$21 Reach Plan - BRIDADDRIEV \$21 RECOMMENDED STATIONS ER CFBTFM, CFMIFM, CFOXF+, CFUNFM CHOMFM, CHIMJ, CISL, CJJRFM CKLGFM, CKNW, CKST CKWX, CKZZFM, CKPKFM CKSRFM CKQCFM CHWK FM CKSRFM CKSRFM CKGCFM CHWK FM CFPVFM CFPVFM CIBHFM (combo spiit = CHPQFM (combo spiit = CHP	Joba & The Economy S21 A25M S21 RECOMMENDED STATIONS ER CFBTFM, CFMIFM, CFCXF+, CFUNFM CHOMFM, CHIJ, CISL, CURFM CKUGFM, CKNW, CKST CKUW, CKSZFM, CKPKFM CKSRFM CKOCFM CHWK FM CKSRFM CKSRFM CKGCFM CHWK FM CKSRFM CKGCFM CHWK FM CKSRFM CKGCFM CHWK FM CKSRFM CKGCFM CHWK FM CFPVFM S21 CIBHFM (combo spit = CHPQFM (combo spit =	Jobs & The Economy S21 Reach Plan - BRIDADRIEV S21 RECOMMENDED STATIONS FLIGHT DATE(S) Gross :30 CPPUSPOT ER CFBTFM, CFMIFM, CFOXF+, CFUNFM CHOMFM, CHML, CISL, CURFM CKUCKM, CKXFM, CKXFT CKWX, CKZFM, CKPKFM CKSRFM CKOCFM CHWK FM CKSRFM CKGCFM CHWK FM CKSCFM CKGCFM CHWK FM CKSRFM CKGCFM CHWK FM CFAX, CHBEFM CFIVE (combo spit = CHPOFM (combo spit = CHPO	Jobs & The Economy S21	Jobs AT The Economy S21 A354 S21 Reach Plan - BRIDADRIEV S21 Reach Plan - BRIDADRIEV S21 RECOMMENDED STATIONS FUGIT DATE(S) FUGI	John A The Economy	SORA NE SCRIPTION SUPERIOR SUPERIOR	SOR AT SCHOOL STATES STA



Suite 1205, Oceanic Plaza, 1066 West Hastings

VIZOUM [connections]

Vancouver BC V6E 3X1 (604) 646-7282

2012/12	COSTING	FSTIMATE	:30seconds

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

REVISION COMMENT:	\$2	Т		MED	A BUYER: Mike 1	umbuli	
MARKETS	RECOMMENDED STATIONS	FLIGHT DATE(S)	Gross :38 CPP/SPOT	Weight GRP's / Occn	COST # of T WEEK Weeks	otal GRDSS T Radio	Total NET Radio
CENTRAL INTERIOR							
KAMLOOPS	CIFMEM / CKBZFM (combo split = CHNLAM CKRVFM CJKCFM CIFMEM / CKBZFM (combo split = S21 CHNLAM CKRVFM CJKCFM CJKCFM CCIFMEM / CKBZFM (combo split = CHNLAM CKRVFM CJKCFM			S21	KAMLOOPS TOTAL:	S21	
KELOWNA	COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM CKQFM (was formally CKOV) CKKO FM COMBO (CHSU, CILK, CKFR) CJUIFM CKLZFM			S 21			
VERNON	CKQQFM (was formally CKOV) CKKO FM CKIZFM CICFFM			S21	KELOWNA TOTAL:	S21	<u> </u>
				321			
MERRIT	CKMQFM (was formaliy CJNL AM)				VERNON TOTAL:	S21	<u>.</u>
MEINNI	CRINGE M (Was formally CUIVE AM)			S21			
					MERRIT TOTAL:	S21	<u>\$</u>
PENTICTON	CIGVFM			S21			
					PENTICTON TOTAL:	S21	·
SOUTH OKANAGAN	ALL STATIONS COMBO (GJMGFM, CKOR, CHORFM)			S21			
COLUMBIA SUBSIMAS	ALL CTATIONS - FT BOOK OVER				SOUTH OKANAGAN TOTAL:	S21	
COLUMBIA SHUSWAP	ALL STATIONS = EZ ROCK, CKXR+			S21			
					COLUMBIA SHUSWAP TOTAL:	S21	2
					CENTRAL INTERIOR TOTAL:	S21 \$8	85,571.20



VIZEUM [connucions]

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

2012 / 13 RADIO COSTING ESTIMATE: 30seconds

CLIENT: CAMPAIGN: September 5, 2012 531219 Government Communications & Public Engagement DATE: CLIENT CODE: Jobs & The Economy S21 13 TBD TBD CAMPAIGN DATE: PRODUCT: AUDIENCE: CAMPAIGN #: S21 Reach Plan - BR/DA/DR/EV APO: ROTATION: CPA: T80 Rev 1 Mike Tumbuli VERSION: REVISION COMMENT: S21 MEDIA BUYER:

MEANIOU COMMENT:		S21			MEU	A BUTER:	Tumbus	
MARKETS	RECOMMENDED STATIONS		FLIGHT DATE(S)	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST! # of T WEEK Weeks		otal NET Radio
NORTHERN INTERIOR				-				
PRINCE GEORGE	ALL STATIONS				S21			
						PRINCE GEORGE TOTAL:	S21	**
MACKENZIE	СНММ ЕМ				S21			
						MACKENZIE TOTAL:	S21	ME.
CCI NETWORK PRINCE GEORGE / WILLIAMS LAKE VANDERHOOF / 100 MILE HOUSE SMITHERS / QUESNEL	ALL STATIONS				S21			
BURNS LAKE.						CCI NETWORK TOTAL:	S21	<u> </u>
						NORTHERN INTERIOR TOTAL:	S21 \$51	1,051.00
NORTH-WEST								
RADIO NORTHWEST TERRACE PRINCE RUPERT KITIMAT	ALL STATIONS = RNW				S21			
						RADIO NORTHWEST TOTAL:	S21	14.
TERRACE	CFNRAM (Northern Native Radio)				S21			
						TERRACE (CFNR) TOTAL:	S21	\$2.5 \$4.5 \$4.5 \$4.5 \$4.5 \$4.5 \$4.5 \$4.5 \$4
						NORTH-WEST TOTAL:	S21	1,738.75
NORTH-EAST								
PEACE NETWORK CHETWYND DAWSON CREEK FORT ST. JOHN	ALL STATIONS				S21			
						PEACE NETWORK TOTAL:	S21	33
RADIO NORTHEAST DAWSON CR./TUMBLER R. FORT ST. JOHN	ALL STATIONS = RNE				S21			
FORT NELSON						RADIO NORTHEAST TOTAL:	S21	<u>.</u>
						NORTH-EAST TOTAL:	S21 \$27	7,769.50



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 & Publi Jobs & The Economy S21. A2554 S21 Reach Plan - BR/DA/DR/EV	la Engagement				DATE: CLIENT CODE: PRODUCT: CAMPAIGN #: APO: CPA: VERSION:	63 13 Te Te Te		
REVISION COMMENT:		S21				MEDIA BUYER:		ev i ike 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)			V		S21	KBS TOTAL;	200	\$21 E
Total: * PLEASE NOTE / CENCELLATION REQUIREME	NTS: Radio stations require written	cancellation notice of 14 days prior	to the start of all campaigns."				тот	S21	\$422,957.45 O: \$422,957.45
Approved by Ministry Expense Authority:		-		Date:					
Approved by GCPE:				Data:					
Material Contact Name:		-		Material Contact Numb	ber:				
AGENCY OF RECORD Advertising Placement Order					Blanket APO: Yes No		Campaign Name:		
STOBIPROJECT INFORMATION:	BILLING CONTACT:					BILLING TO: Mini	istry Branch Mailing 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 fex signed estimate to 604-646-7299"



CLIENT:

CAMPAIGN:

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

CAMPAIGN: CAMPAIGN DATE: AUDIENCE:	S21 . A25-54				PRODUCT: CAMPAIGN #:		13	
UNIT: ROTATION: REVISION COMMENT:	S21				APO: VERSION: MEDIA BUYER:		Original TBD	
MARKETS	RECOMMENDED STATIONS		Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
VANCOUVER / LOWERMAINLAND / WHISTLE	R							
VANCOUVER (ASIAN)	CHMB (Cantonese, Manda CJVB (Cantonese) CHKGFM (Mandarin)	rin) Cantonese - MO-SA / 6A-7F Mandarin - MO-SA / 7P-12A				S21	AL:	S21
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	AL:[S21
				VANCOUVER	R / LOWERMAINLAN	ID/ WHISTLER TOTA	AL:	\$75,321.90
Total: PLEASE NOTE / CENCELLATION REQUIREMEN	TS : Radio stations require written o	ancellation notice of 14 days prior	n the start of all came	* annier				\$75,321.90
Approved by Ministry Expense Authority: Approved by GCPE: Material Contact Name:			Date:				TOTAL NET RADIO	O: <u>\$75,321.90</u>
AGENCY OF RECORD				Blanket APO:		Campaign Name:		
Advertising Placement Order				Yes No				
STOB/PROJECT INFORMATION:	BILLING CONTACT:				BILLING TO: Minis	try Branch Mailing Ad	ldress	
STOB: GCPE 67 Ministry 67 68	Name:							
CPA/Project No.	Telephone:	Fax:					errorromental particular de describer de des	



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"



CLIENT:

CAMPAIGN:

CAMPAIGN DATE(S):

AD HEADING/REF/SIZE:

VIZEUM CANADA 2012-2013 OOH COST ESTIMATE



September 19th, 2012

531219

TBD

DATE:

CLIENT CODE:

CAMPAIGN #:

PRODUCT CODE:

REVISION COMMENT:				CPA: VERSION: MEDIA BUYER:	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	SPECTAGULAR - INTERNATIONAL ARRIVALS PRODUCTION FEE S-UU		S21			
	BAGGAGE CAROUSEL - INTERNATIONAL ARRIVALS PRODUCTION FEE		321			
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):	\$107,365,00
	Approved by Ministry Expense Authority:			Dat	ie:	
	Approved by GCPE:		1111mm (2-1m1281) - 1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	_ Daŧ	te:	
Material Contact Nam	18:					A(m
AGENCY OF RECORD Advertising Placement Order	APO# (Assigned by GCPE):			Blanket APO: Yes No		
STOB/PROJECT INFORMATION:	BILLING CONTACT:	8	ILLING TO: Ministry Branch Mailing Ad	dress		
STOB: GCPE 67 Ministry 67 68 _	Nате:	-				
CPA/Project No.	Telephone: Fax:	i				

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:	

Government Communications & Public Engagement

Jobs & The Economy

CAMPAIGN DATE: AUDIENCE:

A25-54

UNIT:

REVISION COMMENT:

S21

S21

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	NUMBER OF T WEEKS	OTAL COST GROSS	TOTAL COST NET
BC - VANCOUVER / VICTORIA								
VANCOUVER / VICTORIA (BBM People Meters)	CHNM / OMNI Fairchild Talentvision				S21			
				VANCOU	VER/AVICTORIA	TOTAL	#	S21
Total:		·					S21	\$72,250.0
* Television: Stations require written notice 4	weeks prior to campaign start date, and first 4 weeks	are non-cancelable						
* Production charge quoted includes production	on of 2x creative messages in Punjabi, Mandarin and	Cantonese ONLY						
						TOTAL NET	TELEVISION:	\$72,250.0
Approved by Ministry Expense Autho	rity:			Date:				
Material Contact Na	me:		Materia	il Contact Number:				

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GCPE to fax signed estimate to 604-646-7299