



VIZEUM CANADA INC.

Vizeum
[connections]

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 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 | | |
| Yahoo | 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: | | | | | | | | \$52,110.50 |



VIZEUM CANADA INC.

Vizeum
[connections]

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 |
|------|-------|-------------|---------|---------|--------------|---------------|-------------------------------|-------------------|
|------|-------|-------------|---------|---------|--------------|---------------|-------------------------------|-------------------|

Approved by Ministry Expense Authority: _____

Date: _____

Approved by GCPE: _____

Date: _____

Material Contact Name: _____

Material Contact Number: _____

| | | | | | | | | | |
|----------------------------------|--|--|--|-----------------------------|--|--|--|----------------|--|
| AGENCY OF RECORD | | | | APO# (Assigned by GCPE): | | Blanket APO: | | Campaign Name: | |
| Advertising Placement Order | | | | | | Yes No | | | |
| STOB/PROJECT INFORMATION: | | | | BILLING CONTACT: | | BILLING TO: Ministry 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 fax signed estimate to 604-646-7299



VIZEUM CANADA INC.

Vizeum
[connections]

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

DATE: October 25, 2012
CLIENT CODE: 531219
PRODUCT CODE: 13
CAMPAIGN #:
APO:
CPA:
VERSION: Original
MEDIA BUYER: Angela Roberts

REVISION COMMENT:

| 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 | | |
| TOTALS: | | | | | | | 0 | \$15,370.00 |

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: |
| STOB/PROJECT INFORMATION: | BILLING CONTACT: | BILLING TO: Ministry 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 fax signed estimate to 604-649-7293



VIZEUM CANADA INC.

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

Vizeum
[connections]

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 |
|---|-------------|------------------------|----------------|------------------|-------------|-------------|--------------|---------------|-------|-----|---------|---------------------|----------------------|
| BC DAILIES | | | | | | | | | | | | | |
| VANCOUVER - LOWER MAINLAND | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | BRD - P | THURS APRIL 5 | WED APRIL 18 |
| VANCOUVER SUN / BC 2035 : Forestry | | | | | | | | | | | BRD - P | THURS APRIL 5 | WED APRIL 18 |
| VANCOUVER - UPPER MAINLAND | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | 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: |
|---|--------------------------|----------------------------------|----------------|

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

Vizeum
[connections]

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 ____ | | | | | | | | | | | | | |
| 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 INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Vizeum
[connections]

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 | 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 TOTAL: | | |
| BC - INTERIOR | | | | | |
| KELOWNA (BBM Diary) | CHBC, CHAN1 | | S21 | | S21 |
| | | | OKANAGAN TOTAL: | | |
| KAMLOOPS / PRINCE GEORGE (BBM Diary) | CKPG, GLOBAL, CTV CFJC | | S21 | | S21 |
| | | | KAMLOOPS / PRINCE GEORGE TOTAL: | | |
| TERRACE / KITIMAT (BBM Diary) | CFTK, CIVI-T, CHAN-T | | S21 | | S21 |
| | | | TERRACE / KITIMAT TOTAL: | | |
| DAWSON CREEK (BBM Diary) | CJDC, CHAN-D | | S21 | | S21 |
| | | | DAWSON CREEK TOTAL: | | |



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 | TOTAL COST NET |
|--------------------------|-----------|--------------|----------------|---------------------|-------------------|
| KOOTENAYS (BBM Diary) | CHAN1 - K | | S21 | | |
| KOOTENAYS TOTAL: | | | | | 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:

| | | | |
|--|-----------------------------|--|----------------|
| AGENCY OF RECORD Advertising Placement Order | APO# (Assigned by GCPE): | Blanket APO: Yes ____ No ____ | Campaign Name: |
| STOB/PROJECT INFORMATION: | BILLING CONTACT: | BILLING TO: Ministry 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 fax signed estimate to 604-646-7299



VIZEUM CANADA INC

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Vizeum
[connections]

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/VE

DATE: September 6, 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 |
|---|---|----------------|-----------------------|------------------------|----------------|---------------|----------------------|--------------------|
| VANCOUVER / LOWERMAINLAND / WHISTLER | | | | | | | | |
| VANCOUVER | CFBTM, CFMFM, CFOX+, CFUNFM CHQMFM, CHMJ, Cisl, CJRPM CKLGM, 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 | CFFVFM | | | | S21 | | PEMBERTON TOTAL: | S21 |
| VANCOUVER / LOWERMAINLAND / WHISTLER TOTAL: | | | | | | | S21 | \$163,302.00 |
| ISLAND | | | | | | | | |
| VICTORIA | CKKQFM, CHTTFM, CIOCFM, CJZNFM, CFAX, CHBEFM | | | | S21 | | VICTORIA TOTAL: | S21 |
| ISLAND RADIO NETWORK | | | | | | | | |
| PARKSVILLE | CIBHFM (combo split = | | | | | | | |
| PARKSVILLE | CHPQFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CKLRFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CFCPFM (combo split = | | | | | | | |
| PARKSVILLE | CIBHFM (combo split = | | | | | | | |
| PARKSVILLE | CHPQFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CKLRFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CFCPFM (combo split = | | | | | | | |
| PARKSVILLE | CIBHFM (combo split = | | | | | | | |
| PARKSVILLE | CHPQFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CKLRFM (combo split = | | | | | | | |
| COURTENAY/COMOX/ | CFCPFM (combo split = | | | | | | | |
| VANCOUVER ISLAND NETWORK TOTAL: | | | | | | | S21 | |
| ISLAND TOTAL: | | | | | | | S21 | \$54,591.25 |



VIZEUM CANADA INC

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

Vizeum
[connection]

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 #: T8D
APO: T8D
CPA: T8D
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 |
|-------------------------|--------------------------------|----------------|-----------------------|------------------------|---------------|---------------|----------------------|--------------------|
| CENTRAL INTERIOR | | | | | | | | |
| KAMLOOPS | CIFMFM / CKBZFM (combo split = | | | | | | | |
| | CHNLAM | | | | | | | |
| | CKRVFM | | | | | | | |
| | CJKCFM | | | | | | | |
| | CIFMFM / CKBZFM (combo split = | S21 | | | | | | |
| | CHNLAM | | | | | | | |
| | CKRVFM | | | | | | | |
| | CJKCFM | | | | | | | |
| | CIFMFM / CKBZFM (combo split = | | | | | | | |
| | CHNLAM | | | | | | | |
| KELOWNA | COMBO (CHSU, CILK, CKFR) | | | | | | | |
| | CJUIFM | | | | | | | |
| | CKLZFM | | | | | | | |
| | CKQQFM (was formally CKOV) | | | | | | | |
| | CKKO FM | | | | | | | |
| | COMBO (CHSU, CILK, CKFR) | | | | | | | |
| | CJUIFM | | | | | | | |
| | CKLZFM | | | | | | | |
| | CKQQFM (was formally CKOV) | | | | | | | |
| | CKKO FM | | | | | | | |
| VERNON | CKIZFM | | | | | | | |
| | CICFFM | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| MERRIT | CKMQFM (was formally CJNL AM) | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| PENTICTON | CIGVFM | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| SOUTH OKANAGAN | ALL STATIONS COMBO | | | | | | | |
| | (CJMGFM, CKOR, CHORFM) | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| COLUMBIA SHUSWAP | ALL STATIONS = EZ ROCK, CKXR+ | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| KAMLOOPS TOTAL: | | | | | | | S21 | |
| KELOWNA TOTAL: | | | | | | | S21 | |
| VERNON TOTAL: | | | | | | | S21 | |
| MERRIT TOTAL: | | | | | | | S21 | |
| PENTICTON TOTAL: | | | | | | | S21 | |
| SOUTH OKANAGAN TOTAL: | | | | | | | S21 | |
| COLUMBIA SHUSWAP TOTAL: | | | | | | | S21 | |
| CENTRAL INTERIOR TOTAL: | | | | | | | S21 | \$85,571.20 |



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/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 |
|---|--------------------------------|----------------|-----------------------|------------------------|----------------|---------------|--------------------------|--------------------|
| NORTHERN INTERIOR | | | | | | | | |
| 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 |
| NORTH-WEST | | | | | | | | |
| RADIO NORTHWEST TERRACE PRINCE RUPERT KITIMAT | ALL STATIONS = RNW | | | | S21 | | | |
| | | | | | | | RADIO NORTHWEST TOTAL: | S21 |
| TERRACE | CFNRRM (Northern Native Radio) | | | | S21 | | | |
| | | | | | | | TERRACE (CFNR) TOTAL: | S21 |
| | | | | | | | NORTH-WEST TOTAL: | S21 \$21,738.75 |
| NORTH-EAST | | | | | | | | |
| 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

Vizeum
[Connections]

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 |
|---|--------------------------------|----------------|-----------------------|------------------------|----------------|---------------|--------------------------------------|--------------------|
| SOUTH-EAST | | | | | | | | |
| EK RADIO CRANBOOK FERNIE/SPARWOOD | ALL STATIONS | | | | S21 | | EK RADIO TOTAL: <input type="text"/> | S21 |
| TRAIL/CASTLEGAR | CJATFM (combo split = \$33.00) | | | | S21 | | KBS TOTAL: <input type="text"/> | S21 |
| SOUTHEAST TOTAL: <input type="text"/> | | | | | | | | \$18,933.75 |
| Total: <input type="text"/> | | | | | | | S21 | \$422,957.45 |

* 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: _____

AGENCY OF RECORD Advertising Placement Order

Blanket APO:
Yes ☐ No ☐

Campaign Name: _____

STOB/PROJECT INFORMATION:

BILLING CONTACT:

BILLING TO: Ministry 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 fax signed estimate to 604-646-7299"



VIZEUM CANADA INC

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Vizeum
[Connections]

2012 / 13 RADIO COSTING ESTIMATE :30seconds

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

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

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

* 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: _____

AGENCY OF RECORD Advertising Placement Order

Blanket APO:
Yes ___ No ___

Campaign Name:

STOB/PROJECT INFORMATION:

BILLING CONTACT:

BILLING TO: Ministry 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 fax signed estimate to 604-646-7299



VIZEUM CANADA INC.
2012 ONLINE ADVERTISING COSTING ESTIMATE

Vizeum
[Connections]

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 |
| TOTAL (\$NET): | | | | \$1,295.00 |

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: |
| STOB/PROJECT INFORMATION: | BILLING CONTACT: | BILLING TO: Ministry Branch Mailing Address | |
| 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

Vizeum
[Connections]

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 | | | | | |
| | 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): | | \$107,365.00 |

Approved by Ministry Expense Authority: _____

Date: _____

Approved by GCPE: _____

Date: _____

Material Contact Name: _____

| | | |
|--|--------------------------|---|
| AGENCY OF RECORD Advertising Placement Order | APO# (Assigned by GCPE): | Blanket APO: Yes No |
| STOB/PROJECT INFORMATION: | BILLING CONTACT: | BILLING TO: Ministry 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).



VIZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Vizeum
[connections]

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 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 |
|---|--|--------------|------------------------|-----------------|----------------------|--------------------|---------------------|-------------------|
| BC - VANCOUVER / VICTORIA | | | | | | | | |
| VANCOUVER / VICTORIA (BBM People Meters) | CHNM / OMNI Fairchild Talentvision | | | | S21 | | | |
| VANCOUVER / VICTORIA TOTAL: | | | | | | | S21 | |
| Total: | | | | | | | S21 | \$72,250.00 |

* 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