

Pages 1 through 3 redacted for the following reasons:

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S12

Updated: 17th October 2011

Revision: 2

MARKET	DETAILS	MEDIA COSTS (excl. GST)	November				December				January					February				March			
			31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19
TORONTO			\$393,000																				
ONLINE																							
Ontario	Launch takeovers																						
	Display/Networks																						
	eNewsletters/Advertorial																						
TABLET																							
Toronto	Big Box/Leaderboard																						
OUT OF HOME																							
Toronto	Eye level posters																						
	Elevator Wraps																						
	Escalator Wraps (Lifties)																						
PR & SOCIAL MEDIA																							
Toronto	PR stunt budget not included in media dollars																						
	Liftie Stunt																						
WASHINGTON			\$100,000																				
ONLINE																							
Washington	Launch takeovers																						
	Display/Networks																						
	eNewsletters/Advertorial																						
OUT OF HOME																							
Seattle	Billboard																						
CALIFORNIA			\$140,000																				
ONLINE																							
California	Launch takeovers																						
	Display/Networks																						
	eNewsletters/Advertorial																						
TABLET																							
Los Angeles	Big Box/Leaderboard																						
	TOTAL MEDIA	\$633,000																					
	PR/Social Media	\$85,000																					
	Planning/Production	\$382,000																					
	GRAND TOTAL	\$1,100,000																					

Locations in and near the downtown core: TSAs, PATH posters and wraps, office buildings