Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

Jungle

CLIENT:	BC Government	DATE:	March 17, 2020
CAMPAIGN:	COVID19 Search 2020	STANDING OFFER:	SO-GCPE029
CAMPAIGN DATE:	March 13 - 31, 2020	APO:	A4145
AD HEADING:	Various	CPA:	
AD SIZE:	Various	VERSION:	2
TARGET AUDIENCE:	BC	MEDIA BUYER:	Josh Tebbutt
REVISION COMMENT:	*Budget increase*		

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Google Search		March 13 - 31, 2020	Text Ads	$40.00	3	1,887,500	$75,500
5.8% Service Fee for Media Purchased (based on net media spend)							$4,379.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$2,265.00

TOTAL COST: $82,144.00

Approved by Ministry Expense Authority: D Evans — Date:

Approved by GCPE HQ: Donna Evans / Kathryn LeSueur — Date: MARCH 18/2020

STANDING OFFER
Advertising Placement Order

APO# (Assigned by GCPE):

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ___ 68 ___

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: *Ministry Branch Mailing Address*

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

Jungle

CLIENT:	BC Government	**DATE:**	March 24, 2020
CAMPAIGN:	COVID19 2020	**STANDING OFFER #:**	SO-GCPE029
CAMPAIGN DATE:	March 23 - 31, 2020	**APO:**	
AD HEADING:	Various	**CPA:**	A4147
AD SIZE:	Various	**VERSION:**	2
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:	*increased budget*		

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook and Instagram		March 23 - 31, 2020	Static Newsfeed/Stories	$10.00	1	4,950,000	$49,500
5.8% Service Fee for Media Purchased (based on net media spend)							$2,871.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$1,485.00
						TOTAL COST:	**$53,856.00**

Approved by Ministry Expense Authority: D Evans — Donna Evans — **Date:** MARCH 25/20

Approved by GCPE HQ: Kathryn LeSueur — **Date:** March 25, 2020

STANDING OFFER — **APO# (Assigned by GCPE):** — **Campaign Name:**

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ___ 68 ___

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

BRITISH COLUMBIA

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344
2020 ONLINE COSTING ESTIMATE

Jungle

CLIENT:	BC Government	DATE:	March 26, 2020
CAMPAIGN:	COVID19 2020 In-Language Social	STANDING OFFER:	SO-GCPE029
CAMPAIGN DATE:	March 27 - 31, 2020	APO:	A4151
AD HEADING:	Various	CPA:	
AD SIZE:	Various	VERSION:	1
TARGET AUDIENCE:	BC	MEDIA BUYER:	Josh Tebbutt
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook and Instagram - Traditional Chinese		March 27 - 31, 2020	Static Newsfeed/Stories	$27.00	1	37,037	$1,000
Facebook and Instagram - Simplified Chinese		March 27 - 31, 2020	Static Newsfeed/Stories	$27.00	1	29,630	$800
Facebook and Instagram - Punjabi		March 27 - 31, 2020	Static Newsfeed/Stories	$27.00	1	33,333	$900
5.8% Service Fee for Media Purchased (based on net media spend)							$156.60
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$81.00

TOTAL COST: **$2,937.60**

Approved by Ministry Expense Authority: Dawn Stewart — Date: March 27, 2020

Approved by GCPE HQ: Kathryn LeSueur — Date: March 27, 2020

STANDING OFFER | APO# (Assigned by GCPE): | Campaign Name:

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: *Ministry Branch Mailing Address*

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

BC	Interior	GLACIER	Peachland View	F	10.33	x	6.143	6	x	86	516	$0.85	$100.00	$0.00	4C	$438.60	MON - 4PM	TUE - 4PM				3						10		2	$877.20
BC	Interior	GLACIER	Penticton Herald (Subscribers)	M-F	10.444	x	10.714	10	x	150	1500	$0.67	$164.32	$398.32	4C	$1,403.32	2 DAYS - 12PM	2 DAYS - 12PM				3						10		2	$2,806.64
BC	Island	GLACIER	Gabriola Sounder	TH	10.25	x	7.714	6	x	108	648	$0.93	$207.73	$178.00	4C	$780.64	THU PRIOR	THURS PRIOR - 12PM			2						9			2	$1,561.28
BC	Island	GLACIER	Victoria Times Colonist (Subscribers)	TU-SUN	10.5	x	10.857	10	x	152	1520	$2.73	$910.00	$1,934.00	4C	$6,083.60	3 DAYS - 12PM	3 DAYS - 12PM					4						11		2	$12,167.20
BC	North	GLACIER	Dawson Creek Mirror	TH	9.4488	x	6.290	10	x	87	870	$1.25	$306.80	$565.73	4C	$1,653.23	FRI - NOON	FRI - NOON			2						9			2	$3,306.46
BC	North	GLACIER	Fort Nelson News (Rep by BP & Glacier)	W	10.25	x	10.500	8	x	147	1176	$1.34	$347.36	$638.56	4C	$2,214.40	FRI - NOON	MON - NOON	1							8				2	$4,428.80
BC	North	GLACIER	Fort St. John Alaska Highway News - TMC	TH	9.842	x	9.714	10	x	136	1360	$1.34	$347.36	$638.56	4C	$2,460.96	WEEK PRIOR	FRIDAY PRIOR			2						9			2	$4,921.92
BC	North	GLACIER	Prince George Citizen (Subscribers)	TH	9.89	x	6.610	4	x	93	372	FLAT	$460.00	$610.00	4C	$1,300.00	WEEK PRIOR	FRIDAY PRIOR	1							8				2	$2,600.00
BC	Interior South	GLACIER	Rocky Mountain Valley Goat	TH	10.25	x	7.650	6	x	108	648	$0.90	$0.00	$97.20	4C	$680.40	1 Week Prior - NOON	6 Days Prior - NOON			2						9			2	$1,360.80
BC	Lower Mainland	GLOBE	The Globe and Mail - BC Edition	SA	8.97	x	10.000	10	x	140	1400	$3.18	$1,352.00	$1,352.00	4C	$5,804.00	3 DAYS - 10AM	2 DAYS - 10AM					4						11		2	$11,608.00
BC	Lower Mainland	POSTMEDIA	Vancouver Sun (Fixed MOD Sizes)	M-SA	10.34	x	10.214	10	x	143	1430	$5.00			4C	$7,150.00	2 Days Prior - NOON	2 Days Prior - NOON					4						11		2	$14,300.00
BC	Lower Mainland	POSTMEDIA	The Province (Fixed MOD Sizes)	M-F / SU	10.34	x	5.714	10	x	80	800	$3.25			4C	$2,600.00	3 Days Prior - NOON	2 Days Prior - NOON						5						12	2	$5,200.00

NET TOTAL	$246,223.94

Approved by GCPE: NAMMI POOROOSHASB (Full Name) _____ (Signature) Date: _____

KATHRYN LESUEUR (Full Name) _____ (Signature) Date: MARCH 28, 2020

Material Contact Name: _____ Material Contact Number: _____

AGENCY OF RECORD
Advertising Placement Order

APO# (Assigned by GCPE): A4208

Blanket APO: Yes: ☐ No: ☐

Campaign Name:

STOB/PROJECT INFORMATION:

STOB:
GCPE 67: X
Ministry 67: _____
Ministry 68: _____
CPA/Project No. _____

BILLING CONTACT:

Name: _____ Telephone: _____

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: Ministry Branch Mailing Address

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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 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 408 8125

FISCAL 2020 BC GOVERNMENT COSTING ESTIMATE - 30 SEC

DATE: March 27 2020
CLIENT:
CAMPAIGN NAME: COVID-19
CAMPAIGN DATE: April 2 - April 15
AUDIENCE: 18+
UNIT: 30's
MEDIA BUYER: Stefani Kovacevic

Client #:
Product: 21
Campaign
APO# TBD
Rev: Original

April 2nd - April 15

								2020-04-02		1		2020-04-09		1			
						TOTAL		Week 1			Week 2			F1	F2	TOTAL	
REP GROUP	REGION	MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	TOT GRP / Occ	TOT GRP / Occ	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER																LOWERMAINLAND / WHISTLER	
VARIOUS	Vancouver /Lower Mainland	VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR		2020-04-02	175	1	2020-04-09	175	1	175	175	350	NR
TARGET	Vancouver /Lower Mainland	SURREY	CISFFM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	Fraser Valley	CHILLIWACK	CHWK FM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
ROGERS	Fraser Valley	CHILLIWACK	CKSRFM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
ROGERS	Fraser Valley	ABBOTSFORD	CKQCFM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
ROGERS	LOWERMAINLAND / WHISTLER	SQUAMISH / WHISTLER	CISQFM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
WMG	LOWERMAINLAND / WHISTLER	WHISTLER	CKEE FM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
	ISLAND																
VARIOUS	South Vancouver Island	VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2020-04-02	175	1	2020-04-09	175	1	175	175	350	
TARGET	ISLAND	TOFINO	CHMZFM		6a - 12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
TARGET	ISLAND	UCLUELET	CIMMFM		6a - 12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
WMG	ISLAND	COURTENAY/COMOX	CKKC		6a - 12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	ISLAND							2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	ISLAND	NANAIMO	CHWFFM	Rock	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	NANAIMO	CKWVFM	Hot AC	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	COURTENAY/COMOX	CFCPFM	Rock	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	DUNCAN	CJSUFM	Classic Hits	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	POWEL RIVER	CFPWFM	Classic Hits	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	PORT HARDY	CFNIAM	Classic Hits	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CBS	ISLAND	SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CENTRAL	Kelowna / Westbank															Kelowna / Westbank	
CBS	CENTRAL INTERIOR	KELOWNA	CKOO-FM (formerly CJUIFM)	Oldies	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	KELOWNA	CKLZFM	Rock	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	KELOWNA	CKQQFM	Classic Hits	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	KAMLOOPS	CIFMFM	Rock	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	CENTRAL INTERIOR	BARRIERE	CHLWFM	Rock	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
								2020-04-02	21	1	2020-04-09	21	1	21	21	42	
BELL	CENTRAL INTERIOR	KELOWNA	CHSU	Hot AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KELOWNA	CILK	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KELOWNA	CKFR	Newstalk				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KELOWNA	CKKO	Rock				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KAMLOOPS	CKRV	Contemporary Hit				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KAMLOOPS	CJKC	Country				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	KAMLOOPS	CHNL	News Talk				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	VERNON	CICF	Hot AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	MERRITT	CKMQ	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CENTRAL INTERIOR	SOUTH OKANAGAN NETWORK							2020-04-02	21	1	2020-04-09	21	1	21	21	42	
BELL	CENTRAL INTERIOR	PENTICTON	CIGV	Country				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	PENTICTON	CJMG	Hot AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	PENTICTON	CKOR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	SUMMERLAND	CHOR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	OSOYOOS/OLIVER	CJOR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
CENTRAL INTERIOR	COLUMBIA SHUSWAP NETWORK							2020-04-02	21	1	2020-04-09	21	1	21	21	42	
BELL	CENTRAL INTERIOR	SALMON ARM	CKXR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	REVELSTOKE	CKCR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
BELL	CENTRAL INTERIOR	GOLDEN	CKGR	AC				2020-04-02	0	1	2020-04-09	0	1	0	0	0	
	NORTHERN INTERIOR																
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CKKNFM	Hot AC	6a-12a			2020-04-02	21	1	2020-04-09	21	1	21	21	42	
WMG	NORTHERN INTERIOR	MACKENZIE	CHMMFM					2020-04-02	21	1	2020-04-09	21	1	21	21	42	
NORTHERN INTERIOR	CCI NETWORK							2020-04-02	21	1	2020-04-09	21	1	21	21	42	
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CJCIFM	Country	6a-12a			2020-04-02	0	1	2020-04-09	0	1	0	0	0	

CBS	NORTHERN INTERIOR	PRINCE GEORGE	CIRXFM	Rock	6a-12a	NR																	NR
CBS	NORTHERN INTERIOR	VANDERHOOF	CIRXFM1	Rock	6a-12a																		
CBS	NORTHERN INTERIOR	SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a																		
CBS	NORTHERN INTERIOR	QUESNEL	CKCQFM	Country	6a-12a																		
CBS	NORTHERN INTERIOR	QUESNEL	CFFM2	Rock	6a-12a																		
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CKWLM	Country	6a-12a																		
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CFFM	Rock	6a-12a																		
CBS	NORTHERN INTERIOR	100 MILE HOUSE	CKBX	Country	6a-12a																		
	NORTH-WEST																						
CBS	NORTH-WEST	TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p																		
	NORTH-WEST	NORTH-WEST NETWORK																					
BELL	NORTH-WEST	TERRACE	CJFW	Country																			
BELL	NORTH-WEST	TERRACE	CFTK	AC																			
BELL	NORTH-WEST	PRINCE RUPERT	CHTK	AC																			
BELL	NORTH-WEST	KITIMAT	CKTK	AC																			
	NORTH-EAST																						
CBS	NORTH-EAST	PEACE NETWORK	CHETFM	Classic Rock	6a-12a																		
WMG	NORTH-EAST	FORT ST. JOHN	CKFUFM																				
	NORTH-EAST	NORTH-EAST NETWORK																					
BELL	NORTH-EAST	DAWSON CR./TUMBLER R.	CJDC	Country																			
BELL	NORTH-EAST	FORT ST. JOHN	CKNL	AOR/Mainstream Rock																			
BELL	NORTH-EAST	FORT ST. JOHN	CHRX	Hot AC																			
BELL	NORTH-EAST	FORT NELSON	CKRX	AOR/Mainstream Rock																			
	SOUTH-EAST																						
CBS	SOUTH-EAST	MOUNTAIN-FM NETWORK																					
CBS	SOUTH-EAST	CASTLEGAR	CKQRFM	Rock	6a-12a																		
CBS	SOUTH-EAST	NELSON	CHNVFM	Classic Hits	6a-12a																		
CBS	SOUTH-EAST	GRAND FORK	CKGFFM	Classic Hits	6a-12a																		
CBS	SOUTH-EAST	CRESTON	CKCV-FM	Classic Hits	6a-12a																		
CBS	SOUTH-EAST	EK RADIO NETWORK																					
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a																		
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a																		
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a																		
	SOUTH-EAST	SOUTH-EAST NETWORK																					
BELL	SOUTH-EAST	TRAIL/CASTLEGAR/CRESTON	CJAT	AC																			
BELL	SOUTH-EAST	NELSON/TRAIL	CKKC	AC																			

							2020-04-02	0	1	2020-04-09	0	1	0	0	0								

CBS	NORTHERN INTERIOR	PRINCE GEORGE	CIRXFM	Rock	6a-12a	NR				2020-04-02	0	1	2020-04-09	0	1	0	0	0	NR	
CBS	NORTHERN INTERIOR	VANDERHOOF	CIRXFM1	Rock	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	QUESNEL	CKCQFM	Country	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	QUESNEL	CFFM2	Rock	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CKWLM	Country	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CFFM	Rock	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	NORTHERN INTERIOR	100 MILE HOUSE	CKBX	Country	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
	NORTH-WEST																				
CBS	NORTH-WEST	TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p					2020-04-02	21	1	2020-04-09	21	1	21	21	42		
	NORTH-WEST	NORTH-WEST NETWORK																			
BELL	NORTH-WEST	TERRACE	CJFW	Country						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-WEST	TERRACE	CFTK	AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-WEST	PRINCE RUPERT	CHTK	AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-WEST	KITIMAT	CKTK	AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
	NORTH-EAST																				
CBS	NORTH-EAST	PEACE NETWORK	CHETFM	Classic Rock	6a-12a					2020-04-02	21	1	2020-04-09	21	1	21	21	42		
WMG	NORTH-EAST	FORT ST. JOHN	CKFUFM							2020-04-02	21	1	2020-04-09	21	1	21	21	42		
	NORTH-EAST	NORTH-EAST NETWORK																			
BELL	NORTH-EAST	DAWSON CR./TUMBLER R.	CJDC	Country						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-EAST	FORT ST. JOHN	CKNL	AOR/Mainstream Rock						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-EAST	FORT ST. JOHN	CHRX	Hot AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	NORTH-EAST	FORT NELSON	CKRX	AOR/Mainstream Rock						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
	SOUTH-EAST																				
CBS	SOUTH-EAST	MOUNTAIN-FM NETWORK																			
CBS	SOUTH-EAST	CASTLEGAR	CKQRFM	Rock	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	NELSON	CHNVFM	Classic Hits	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	GRAND FORK	CKGFFM	Classic Hits	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	CRESTON	CKCV-FM	Classic Hits	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	EK RADIO NETWORK																			
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a					2020-04-02	0	1	2020-04-09	0	1	0	0	0		
	SOUTH-EAST	SOUTH-EAST NETWORK																			
BELL	SOUTH-EAST	TRAIL/CASTLEGAR/CRESTON	CJAT	AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
BELL	SOUTH-EAST	NELSON/TRAIL	CKKC	AC						2020-04-02	0	1	2020-04-09	0	1	0	0	0		
																		CAMPAIGN TOTAL	$152,455.80		

Approved by Ministry Expense Authority: NAMMI POOROOSHASB (Full Name) _____ (Signature)

Approved by GCPE: KATHRYN LESUEUR (Full Name) _____ (Signature) Date: MARCH 28, 2020

Material Contact Name: _____ Material Contact Number: _____

AGENCY OF RECORD
Advertising Placement Order

APO# (Assigned by GCPE): A4209

Blanket APO: Yes: No:

Campaign Name:

STOB/PROJECT INFORMATION:

STOB:

GCPE 67: X
Ministry 67: _____
Ministry 68: _____
CPA/Project No. _____

BILLING CONTACT:

Name: _____ Telephone: _____

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: Ministry Branch Mailing Address

Enter Ministry Branch Mailing Adress Here

BRITISH COLUMBIA

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 408 8125

2020 / 21 BC GOVERNMENT COSTING ESTIMATE

s.15; s.17

vizeu

DATE: 31-Mar-20
CLIENT: GCPE
CAMPAIGN NAME: Covid-19 In Language
CAMPAIGN DATE: April 4 - April 19
AD SIZE: 1/2 Page Horizontal, 4C
MEDIA BUYER: Walkiria Arndt

CLIENT #:
PRODUCT #: 21
CAMPAIGN #: GCPE02
APO: A4211
CPA: TBD
VERSION: Original

Province	Region	Publication	Pub Days	Ad Size (in) (Width x Hight)	Colour Choice	Net Cost Per Insertion	Booking Deadline	Material Deadline	WEEK OF Mar 30, 20 INS DATE M TU W TH F SA SU	WEEK OF Apr 6, 20 INS DATE M TU W TH F SA SU	WEEK OF Apr 13, 20 INS DATE M TU W TH F SA SU	Total Insertions	Total Cost
		CHINESE NEWSPAPERS - TRADITIONAL											
BC	Lower Mainland	MING PAO DAILY NEWS (Cantonese; Traditional) Weekday	WE	11.7500 x 10.188	4C	NR	3 DAYS PRIOR	2 DAYS PRIOR		8	15	2	NR
BC	Lower Mainland	MING PAO DAILY NEWS (Cantonese; Traditional) Weekend	SA	11.7500 x 10.188	4C		3 DAYS PRIOR	2 DAYS PRIOR	4	11		2	
BC	Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	WE	11.7000 x 10.350	4C		4 DAYS	2 DAYS		8	15	2	
BC	Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	SA	11.7000 x 10.350	4C		4 DAYS	2 DAYS	4	11		2	
BC	Lower Mainland	DAWA BUSINESS PRESS (Chinese; Traditional)	SA	10.2300 x 11.610	4C		5 DAYS	4 DAYS		11	17	2	
		SOUTH ASIAN NEWSPAPERS - PUNJABI											
BC	Lower Mainland	PUNJABI JOURNAL (Punjabi)	F	10.0000 x 6.000	4C		7 DAYS	7 DAYS		10	17	2	
BC	Lower Mainland	PUNJABI STAR (Punjabi)	SA	10.0000 x 7.000	4C		WEDNESDAY	WEDNESDAY	4	11		2	
BC	Lower Mainland	PUNJABI TRIBUNE	F	10.5000 x 6.250	4C		TUESDAY	TUESDAY		10	17	2	
BC	Lower Mainland	PUNJAB GUARDIAN	F	10.2500 x 7.000	4C		TUESDAY	TUESDAY		10	17	2	
BC	Lower Mainland	CANADIAN PUNJAB TIMES	F	10.0000 x 7.500	4C		WEDNESDAY - NOON	WEDNESDAY - NOON	4	10		2	
BC	Lower Mainland	INDO-CANADIAN AWAAZ	F	10.2500 x 6.000	4C		5 DAYS	3 DAYS		10	17	2	
BC	Lower Mainland	INDO-CANADIAN TIMES	TH	10.0000 x 7.500	4C		6 DAYS	5 DAYS		9	16	2	
BC	Lower Mainland	SACH DI AWAAZ	F	10.3800 x 7.500	4C		5 DAYS	4 DAYS		10	17	2	
BC	Lower Mainland	PUNJAB LINK	SA	10.0000 x 7.000	4C		MONDAY	TUESDAY		11	18	2	
BC	Lower Mainland	AKAL GUARDIAN	SA	10.2500 x 7.250	4C		3 DAYS PRIOR	3 DAYS PRIOR	4	11		2	
		SOUTH ASIAN NEWSPAPERS - ENGLISH											
BC	Lower Mainland	INDO-CANADIAN VOICE (Eng) *Combo w/IndoCdn Awaaz)	SA	10.2500 x 6.000	4C		5 DAYS	3 DAYS		11	18	2	
BC	Lower Mainland	ASIAN STAR (Eng) *On Own/Combo w/Punjabi Star	SA	10.0000 x 7.000	4C		WEDNESDAY	WEDNESDAY	4	11		2	
BC	Lower Mainland	SOUTH ASIAN POST	TH	9.9500 x 7.180	4C		5 DAYS	4 DAYS		9	16	2	
BC	Lower Mainland	ASIAN JOURNAL	F	10.0000 x 6.000	4C		7 DAYS	7 DAYS		10	17	2	
BC	Lower Mainland	FILIPINO POST	TH	9.9500 x 7.180	4C		5 DAYS	4 DAYS		9	16	2	
BC	Lower Mainland	INDO-CANADIAN, THE LINK	SA	10.0000 x 7.000	4C		MONDAY	TUESDAY		11	18	2	
		CHINESE NEWSPAPERS - SIMPLIFIED											
BC	Lower Mainland	CANADIAN CITY POST	F	9.6500 x 6.180	4C		7 DAYS	5 DAYS		10	17	2	
BC	Lower Mainland	RISE WEEKLY	F	10.0000 x 6.100	4C		TUESDAY	TUESDAY		10	17	2	
BC	Lower Mainland	CANADIAN CHINESE EXPRESS	F	10.0000 x 5.500	4C		7 DAYS	5 DAYS		10	17	2	

NET TOTAL **$48,704.18**

Approved by Ministry Expense Authority: Nammi Poorooshasb

VIZEUM CANADA INC

Suite 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

FISCAL 2021 IN-LANGUAGE RADIO COSTING ESTIMATE :30 seconds

CLIENT:	GCPE	DATE:	"Mar 31, 2020
CAMPAIGN:	Covid 19 Awareness	CLIENT CODE:	
CAMPAIGN DATE:	FR Apr 3 - SA April 18	PRODUCT:	21
AUDIENCE:	A2554	CAMPAIGN #:	
UNIT:	:30 Seconds	APO:	A4212
		CPA:	TBD
REVISION COMMENT:		VERSION:	
		MEDIA BUYER:	

MARKETS	RECOMMENDED STATIONS	Flight Dates	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	FR Apr 3 - SA April 18	NR	**21**	NR	**2**	NR	
	CJVB (Cantonese)	FR Apr 3 - SA April 18		**21**		**2**		
	CHKGFM (Mandarin)	FR Apr 3 - SA April 18		**21**		**2**		
						CHINESE TOTAL:	**$7,896.00**	**$6,711.60**
VANCOUVER (PUNJABI)	RIMJHIM	FR Apr 3 - SA April 18		**21**		**2**	NR	
	RJ1200 (CJRJ)	FR Apr 3 - SA April 18		**21**		**2**		
	RED FM (CKYE)							
	BREAKFAST / 7A-11A	FR Apr 3 - SA April 18		**6**		**2**		
	MIDDAY / 11A-2P	FR Apr 3 - SA April 19		**5**		**2**		
	AFTERNOON DRIVE / 2P-8P	FR Apr 3 - SA April 20		**5**		**2**		
	EVENING / 8P-1A	FR Apr 3 - SA April 21		**5**		**2**		
	CJCN FM - Connect 91.5 fm	Thu Apr 2 - Wed Apr 22		21		**2**		
						PUNJABI TOTAL:	**$10,132.00**	**$8,612.20**
						VANCOUVER / LOWERMAINLAND/ WHISTLER TOTAL:	**$18,028.00**	**$15,323.80**
						TOTAL NET RADIO:		**$15,323.80**

VIZEUM CANADA INC

Suite 1580, 1075 West Georgia Street

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

FISCAL 2021 IN-LANGUAGE RADIO COSTING ESTIMATE :30 seconds

CLIENT:	GCPE	DATE:	"Mar 31, 2020
CAMPAIGN:	Covid 19 Awareness	CLIENT CODE:	
CAMPAIGN DATE:	FR Apr 3 - SA April 18	PRODUCT:	21
AUDIENCE:	A2554	CAMPAIGN #:	
UNIT:	:30 Seconds	APO:	A4212
		CPA:	TBD
		VERSION:	
REVISION COMMENT:		MEDIA BUYER:	

MARKETS	RECOMMENDED STATIONS	Flight Dates	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio

*** PLEASE NOTE / CANCELLATION REQUIREMENTS : Radio stations require written cancellation notice of 14 days prior to the start of all campaigns.***

Approved by Ministry Expense Authority: _____ Nammi Poorooshasb Date: _____ March 31,2020

Approved by GCPE: _____ _____ Kathryn LeSueur Date: _____ March 31, 2020

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 __X__ Ministry 67 ____ 68 ____	Name: _____	_____
CPA/Project No. _____	Email: _____	_____

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****

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**March 31, 2020**
CAMPAIGN:	**COVID19 2020 Extension Search**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**April 1 - 14, 2020**	**APO:**	
AD HEADING:	**Various**	**CPA:**	A4213
AD SIZE:	**Various**	**VERSION:**	**1**
TARGET AUDIENCE:	**BC**	**MEDIA BUYER:**	**Josh Tebbutt**
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Google Search		April 1 - 14, 2020	Text Ads	$80.00	1	252,763	$20,221
5.8% Service Fee for Media Purchased (based on net media spend)							$1,172.82
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$606.63

TOTAL COST: **$22,000.45**

Approved by Ministry Expense Authority: _____ **Date:** March 31, 2020

Nammi Poorooshasb

Approved by GCPE HQ: _____ _____ **Date:** March 31,2020

Kathryn LeSueur

STANDING OFFER **APO# (Assigned by GCPE):** **Campaign Name:**

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gpce.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**April 30, 2020**
CAMPAIGN:	**COVID19 2020 Extension**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**April 1 - May 20, 2020**	**APO:**	**A4214**
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**6**
TARGET AUDIENCE:	**BC**	**MEDIA BUYER:**	**Josh Tebbutt**
REVISION COMMENT:	*1 line removed*		

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram		April 1 - May 18, 2020	Static - Newsfeed/Story	$10.00	7	6,840,000	$68,400
Facebook/Instagram		April 1 - May 18, 2020	Video - Newsfeed/Story	$10.00	7	4,200,000	$42,000
Snapchat		April 7 - May 18, 2020	TopSnap	$5.00	6	2,800,000	$14,000
Twitter		April 7 - May 18, 2020	Static/Video Card	$10.00	6	2,900,000	$29,000
CBC		April 16 - 23, 2020	Display	$8.00	1.5	1,170,000	$9,360
CBC		April 7 - 14, 2020	Video	$38.00	1	111,842	$4,250
Bell - CTV		April 16 - 23, 2020	Display	$11.90	1.5	1,890,756	$22,500
Bell - CTV		April 7 - 14, 2020	Video	$34.00	1	152,941	$5,200
Corus - Global		April 16 - 23, 2020	Display	$5.00	1.5	1,560,000	$7,800
Blackpress Media		April 16 - 23, 2020	Display	$5.50	1.5	1,127,273	$6,200
Programmatic - OpenExchange (Non-News Readers)		April 16 - May 18, 2020	Display	$9.00	4	1,666,667	$15,000
Programmatic - Canadian Marketplace		April 16 - May 18, 2020	Display	$7.00	4	9,285,714	$65,000
Programmatic - Canadian Marketplace		April 7 - May 18, 2020	15s Video	$25.00	6	1,200,000	$30,000
Programmatic - Canadian Marketplace		April 20 - May 18, 2020	30s Video	$40.00	4	625,000	$25,000
Programmatic - OpenExchange (Connected TV)		April 20 - May 18, 2020	Video	$35.00	4	857,143	$30,000
YouTube		April 7 - May 18, 2020	Video	$10.00	6	4,812,000	$48,120
Amazon - Twitch		April 20 - May 18, 2020	SureStream Video	$35.00	4	677,143	$23,700
Spotify		April 1 - May 18, 2020	Digital Audio	$13.00	6	4,615,385	$60,000
Western Media Group - DAX		April 1 - May 18, 2020	Digital Audio	$17.00	6	3,529,412	$60,000
Nelson Daily		April 20 - May 20, 2020	Digital Audio	$17.00	4	20,588	$350
5.8% Service Fee for Media Purchased (based on net media spend)							$32,821.04
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$16,976.40
AdServing Fees							$1,456.05
AdOps Fees							$500.00
Magnet Data Fees							$7,465.71

TOTAL COST: **$625,099.20**

Approved by Ministry Expense Authority: _____ **Date:** **01-May-20**
Nammi Pooroohasb

Approved by GCPE HQ: _____ **Date:** **01-May-20**
Kathryn LeSueur

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344
2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**April 30, 2020**
CAMPAIGN:	**COVID19 2020 Extension**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**April 1 - May 20, 2020**	**APO:**	**A4214**
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**6**
TARGET AUDIENCE:	**BC**	**MEDIA BUYER:**	**Josh Tebbutt**
REVISION COMMENT:	*1 line removed*		

	# of	Total	Total

STANDING OFFER	**APO# (Assigned by GCPE):**	**Campaign Name:**
Advertising Placement Order		

STOB/PROJECT INFORMATION:	**BILLING CONTACT:**	**BILLING TO:** ***Ministry Branch Mailing Address***
STOB: GCPE 67 X Ministry 67 ____ 68 ____	Name:	
CPA/Project No.	Email: gcpe.financebilling@gov.bc.ca	

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 408 8125

FISCAL 2021 BC GOVERNMENT COSTING ESTIMATE - 30 SEC

s.15; s.17

DATE: April 6th 2020
CLIENT:
CAMPAIGN NAME: COVID-19 English Radio Phase 2
CAMPAIGN DATE: April 16 - April 29
AUDIENCE: 18+
UNIT: 30's
MEDIA BUYER: Stefani Kovacevic

Client #:
Product: 21
Campaign
APO# A4216
Rev: Original

Thursday April 16th - Wednesday April 29

									2020-04-16		1				2020-04-23		1						
REP GROUP	REGION	MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	TOTAL		Week 1				Week 2				F1	F2	TOTAL					
						NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	WKY GRP/Occ	WKS		START DATE	WKY GRP/Occ	WKS		TOT GRP / Occ	TOT GRP / Occ	GRPs / Occ	TOTAL NET				
LOWERMAINLAND / WHISTLER																		LOWERMAINLAND / WHISTLER					
VARIOUS	Vancouver /Lower Mainland	VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR		2020-04-16	175	1		2020-04-23	175	1		175	175	350	NR				
TARGET	Vancouver /Lower Mainland	SURREY	CISFFM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	Fraser Valley	CHILLIWACK	CHWK FM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
ROGERS	Fraser Valley	CHILLIWACK	CKSRFM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
ROGERS	Fraser Valley	ABBOTSFORD	CKQCFM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
ROGERS	LOWERMAINLAND / WHISTLER	SQUAMISH / WHISTLER	CISQFM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
WMG	LOWERMAINLAND / WHISTLER	WHISTLER	CKEE FM					2020-04-16	21	1		2020-04-23	21	1		21	21	42					
ISLAND																							
VARIOUS	South Vancouver Island	VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2020-04-16	175	1		2020-04-23	175	1		175	175	350					
TARGET	ISLAND	TOFINO	CHMZFM		6a - 12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
TARGET	ISLAND	UCLUELET	CIMMFM		6a - 12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
WMG	ISLAND	COURTENAY/COMOX	CKKC		6a - 12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	ISLAND							2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	ISLAND	NANAIMO	CHWFFM	Rock	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	NANAIMO	CKWVFM	Hot AC	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	COURTENAY/COMOX	CFCPFM	Rock	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	DUNCAN	CJSUFM	Classic Hits	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	POWEL RIVER	CFPWFM	Classic Hits	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	PORT HARDY	CFNIAM	Classic Hits	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CBS	ISLAND	SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a			2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CENTRAL	Kelowna / Westbank																	Kelowna / Westbank					
CBS	CENTRAL INTERIOR	KELOWNA	CKLZFM	Rock	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	CENTRAL INTERIOR	KELOWNA	CKQQFM	Classic Hits	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	CENTRAL INTERIOR	KAMLOOPS	CIFMFM	Rock	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	CENTRAL INTERIOR	KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	CENTRAL INTERIOR	VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
CBS	CENTRAL INTERIOR	BARRIERE	CHLWFM	Rock	6a-12a			2020-04-16	21	1		2020-04-23	21	1		21	21	42					
								2020-04-16	21	1		2020-04-23	21	1		21	21	42					
BELL	CENTRAL INTERIOR	KELOWNA	CHSU	Hot AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KELOWNA	CILK	AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KELOWNA	CKFR	Newstalk				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KELOWNA	CKKO	Rock				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KAMLOOPS	CKRV	Contemporary Hit				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KAMLOOPS	CJKC	Country				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	KAMLOOPS	CHNL	News Talk				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	VERNON	CICF	Hot AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	MERRITT	CKMQ	AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
CENTRAL INTERIOR	SOUTH OKANAGAN NETWORK							2020-04-16	21	1		2020-04-23	21	1		21	21	42					
BELL	CENTRAL INTERIOR	PENTICTON	CIGV	Country				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	PENTICTON	CJMG	Hot AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	PENTICTON	CKOR	AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	SUMMERLAND	CHOR	AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					
BELL	CENTRAL INTERIOR	OSOYOOS/OLIVER	CJOR	AC				2020-04-16	0	1		2020-04-23	0	1		0	0	0					

						NR								NR
CENTRAL INTERIOR	COLUMBIA SHUSWAP NETWORK						2020-04-16	21	1	2020-04-23	21	1	21	21	42	
BELL	CENTRAL INTERIOR	SALMON ARM	CKXR	AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	CENTRAL INTERIOR	REVELSTOKE	CKCR	AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	CENTRAL INTERIOR	GOLDEN	CKGR	AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
	NORTHERN INTERIOR															
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a		2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CKKNFM	Hot AC	6a-12a		2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
WMG	NORTHERN INTERIOR	MACKENZIE	CHMMFM				2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
NORTHERN INTERIOR	CCI NETWORK						2020-04-16	21	1	2020-04-23	21	1	21	21	42	
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CJCIFM	Country	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	PRINCE GEORGE	CIRXFM	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	VANDERHOOF	CIRXFM1	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	QUESNEL	CKCQFM	Country	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	QUESNEL	CFFM2	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CKWLM	Country	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	WILLIAMS LAKE	CFFM	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	NORTHERN INTERIOR	100 MILE HOUSE	CKBX	Country	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
	NORTH-WEST															
CBS	NORTH-WEST	TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p		2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
	NORTH-WEST	NORTH-WEST NETWORK					2020-04-16	21	1	2020-04-23	21	1	21	21	42	
BELL	NORTH-WEST	TERRACE	CJFW	Country			**2020-04-16**	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-WEST	TERRACE	CFTK	AC			**2020-04-16**	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-WEST	PRINCE RUPERT	CHTK	AC			**2020-04-16**	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-WEST	KITIMAT	CKTK	AC			**2020-04-16**	0	1	2020-04-23	0	1	0	0	0	
	NORTH-EAST															
CBS	NORTH-EAST	PEACE NETWORK	CHETFM	Classic Rock	6a-12a		2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
WMG	NORTH-EAST	FORT ST. JOHN	CKFUFM				2020-04-16	21	1	2020-04-23	21	1	21	21	**42**	
	NORTH-EAST	NORTH-EAST NETWORK					2020-04-16	21	1	2020-04-23	21	1	21	21	42	
BELL	NORTH-EAST	DAWSON CR./TUMBLER R.	CJDC	Country			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-EAST	FORT ST. JOHN	CKNL	AOR/Mainstream Rock			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-EAST	FORT ST. JOHN	CHRX	Hot AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	NORTH-EAST	FORT NELSON	CKRX	AOR/Mainstream Rock			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
	SOUTH-EAST															
CBS	SOUTH-EAST	MOUNTAIN-FM NETWORK					2020-04-16	21	1	2020-04-23	21	1	21	21	42	
CBS	SOUTH-EAST	CASTLEGAR	CKQRFM	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	NELSON	CHNVFM	Classic Hits	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	GRAND FORK	CKGFFM	Classic Hits	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	CRESTON	CKCV-FM	Classic Hits	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	EK RADIO NETWORK					2020-04-16	21	1	2020-04-23	21	1	21	21	42	
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
CBS	SOUTH-EAST	CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a		2020-04-16	0	1	2020-04-23	0	1	0	0	0	
	SOUTH-EAST	SOUTH-EAST NETWORK					2020-04-16	21	1	2020-04-23	21	1	21	21	42	
BELL	SOUTH-EAST	TRAIL/CASTLEGAR/CRESTON	CJAT	AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	
BELL	SOUTH-EAST	NELSON/TRAIL	CKKC	AC			2020-04-16	0	1	2020-04-23	0	1	0	0	0	

CAMPAIGN TOTAL **$151,615.80**

Approved by Ministry Expense Authority: _____ **Full Name** NAMMI POOROOSHASB **Signature** **Date** April 7, 2020

Approved by GCPE: _____ KATHRYN LESUEUR **Signature** **Date:** April 7, 2020

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: X Ministry 67: _____ Ministry 68: _____ CPA/Project No. _____	Name: _____ Telephone: _____ Email: gcpe.financebiling@gov.bc.ca	Enter Ministry Branch Mailing Adress Here

VIZEUM CANADA INC

Suite 1580, 1075 West Georgia Street

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

FISCAL 2021 IN-LANGUAGE RADIO COSTING ESTIMATE :30 seconds

CLIENT:	GCPE	DATE:	"April 6, 2020
CAMPAIGN:	Covid 19 Awareness Phase 2	CLIENT CODE:	
CAMPAIGN DATE:	Sun Apr 19 - Sat May 2	PRODUCT:	21
AUDIENCE:	A2554	CAMPAIGN #:	
UNIT:	:30 Seconds	APO:	A4217
		CPA:	TBD
		VERSION:	
REVISION COMMENT:		MEDIA BUYER:	

MARKETS	RECOMMENDED STATIONS	Flight Dates	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
VANCOUVER / LOWERMAINLAND / WHISTLER								
			NR		NR		NR	
VANCOUVER (ASIAN)	CHMB (Cantonese, Mandarin) Cantonese - MO-SA / 6A-7P Mandarin - MO-SA / 7P-12A	SUN Apr 19 - SA May 2		**21**		**2**		
	CJVB (Cantonese)	SUN Apr 19 - SA May 2		**21**		**2**		
	CHKGFM (Mandarin)	SUN Apr 19 - SA May 2		**21**		**2**		
						CHINESE TOTAL:	**$7,896.00**	**$6,711.60**
							NR	
VANCOUVER (PUNJABI)	RIMJHIM	SUN Apr 19 - SA May 2		**21**		**2**		
	RJ1200 (CJRJ)	SUN Apr 19 - SA May 2		**21**		**2**		
	RED FM (CKYE)							
	BREAKFAST / 7A-11A	SUN Apr 19 - SA May 2		**6**		**2**		
	MIDDAY / 11A-2P	SUN Apr 19 - SA May 2		**5**		**2**		
	AFTERNOON DRIVE / 2P-8P	SUN Apr 19 - SA May 2		**5**		**2**		
	EVENING / 8P-1A	SUN Apr 19 - SA May 2		**5**		**2**		
	CJCN FM - Connect 91.5 fm	SUN Apr 19 - SA May 2		21		**2**		
						PUNJABI TOTAL:	**$10,132.00**	**$8,612.20**
						VANCOUVER / LOWERMAINLAND/ WHISTLER TOTAL:	**$18,028.00**	**$15,323.80**
						TOTAL NET RADIO:		**$15,323.80**

VIZEUM CANADA INC

Suite 1580, 1075 West Georgia Street

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

FISCAL 2021 IN-LANGUAGE RADIO COSTING ESTIMATE :30 seconds

CLIENT:	GCPE	DATE:	"April 6, 2020
CAMPAIGN:	Covid 19 Awareness Phase 2	CLIENT CODE:	
CAMPAIGN DATE:	Sun Apr 19 - Sat May 2	PRODUCT:	21
AUDIENCE:	A2554	CAMPAIGN #:	
UNIT:	:30 Seconds	APO:	A4217
		CPA:	TBD
		VERSION:	
REVISION COMMENT:		MEDIA BUYER:	

MARKETS	RECOMMENDED STATIONS	Flight Dates	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio

*** PLEASE NOTE / CANCELLATION REQUIREMENTS : Radio stations require written cancellation notice of 14 days prior to the start of all campaigns.***

Approved by Ministry Expense Authority: _____ Date: April 7, 2020

NAMMI POOROOSHASB

Approved by GCPE: _____ Date: April 7, 2020

KATHRYN LESUEUR

Material Contact Name: _____ Material Contact Number: _____

AGENCY OF RECORD
Advertising Placement Order

Blanket APO: Yes ____ No ____

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: GCPE 67 x Ministry 67 ____ 68 ____

CPA/Project No. _____

BILLING CONTACT:

Name: _____

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

_____

_____

_____

_____

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****

BRITISH COLUMBIA

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 408 8125

2020 - 2021 BC GOVERNMENT COSTING ESTIMATE

vizeum

DATE: April 6,2020
CLIENT: Government Communications & Public Engagement
CAMPAIGN NAME: Covid-19 English Newspaper Phase 2
CAMPAIGN DATE: April 20 - May 3
MEDIA BUYER: Walkiria Arndt
REVISION:

Client #
Product: 21
Campaign GCPE08
APO # A4218
Version Original

Province	Region	Rep	Publication	Pub Days	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR CHOICE	NET COST PER INS	BOOKING DEADLINE	MATERIAL DEADLINE	WEEK OF Apr 13, 20 INS DATE M	TU	W	TH	F	SA	SU	WEEK OF Apr 20, 20 INS DATE M	TU	W	TH	F	SA	SU	TOTAL INS	TOTAL COST
BC	Lower Mainland	BLACKPRESS	Abbotsford News	TH	10.333	x	7.000	8	x	98	784	NR			4C	NR	3 Days Prior - 10 AM	2 Days Prior - 10 AM										23				1	NR
BC	Lower Mainland	BLACKPRESS	Agassiz - Harrison Observer	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - 10 AM	3 Days Prior - EOD										23				1	
BC	Lower Mainland	BLACKPRESS	Aldergrove Star	TH	10.333	x	7.000	8	x	98	784				4C		3 Days Prior - 10 AM	2 Days Prior - 10 AM										23				1	
BC	Lower Mainland	BLACKPRESS	Chilliwack Progress	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - 4 PM										23				1	
BC	Lower Mainland	BLACKPRESS	Cloverdale Reporter	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - 4PM	2 Days Prior - 10 AM										23				1	
BC	Lower Mainland	BLACKPRESS	Hope Standard	TH	10.333	x	7.000	8	x	98	784				4C		3 Days Prior - 9 AM	2 Days Prior - EOD										23				1	
BC	Lower Mainland	BLACKPRESS	Langley Advance Times	TH	10.333	x	7.000	8	x	98	784				4C		3 Days Prior - Noon	2 Days Prior - Noon										23				1	
BC	Lower Mainland	BLACKPRESS	Maple Ridge/Pitt Meadows News	TH	10.333	x	7.000	8	x	98	784				4C		4 Days - Noon	2 Days Prior - Noon										23				1	
BC	Lower Mainland	BLACKPRESS	Mission Record	TH	10.333	x	7.000	8	x	98	784				4C		3 Days Prior - 10 AM	2 Dayx Prior - 9 AM										23				1	
BC	Lower Mainland	BLACKPRESS	North Delta Reporter	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - 4 PM	2 Days Prior - Noon										23				1	
BC	Lower Mainland	BLACKPRESS	Peace Arch News (White Rock)	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - 9 AM										23				1	
BC	Lower Mainland	BLACKPRESS	Surrey Now Leader	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - 4PM	2 Days Prior - 10 AM										23				1	
BC	Van Island North	BLACKPRESS	Alberni Valley News	W	10.333	x	7.000	8	x	98	784				4C		FRI - 12PM	MON - NOON									22					1	
BC	Van Island North	BLACKPRESS	Campbell River Mirror	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - NOON	2 DAYS - 10AM									22					1	
BC	Van Island North	BLACKPRESS	Comox Valley Record	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 12PM	2 DAYS - 3PM			15											1	
BC	Van Island North	BLACKPRESS	Cowichan Valley Citizen (Duncan)	TH	10.333	x	7.000	8	x	98	784				4C		3 DAYS - EOD	3 DAYS - EOD				16										1	
BC	Van Island North	BLACKPRESS	Ladysmith Chronicle	TH	10.333	x	7.000	8	x	98	784				4C		THU - 2PM	FRI - 3PM									22					1	
BC	Van Island North	BLACKPRESS	Lake Cowichan Gazette	TH	10.333	x	7.000	8	x	98	784				4C		THU - 4PM	FRI - 3PM										23				1	
BC	Van Island North	BLACKPRESS	North Island Gazette	W	10.333	x	7.000	8	x	98	784				4C		FRI -4PM	FR - 10AM									22					1	
BC	Van Island North	BLACKPRESS	Nanaimo News Bulletin	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 10AM	2 DAYS - 10AM									22					1	
BC	Van Island North	BLACKPRESS	Parksville Qualicum News	W	10.333	x	7.000	8	x	98	784				4C		4 DAYS - 4PM	3 DAYS - 3PM									22					1	
BC	Van Island North	BLACKPRESS	Tofino/Ucluelet Westerly News	W	10.333	x	7.000	8	x	98	784				4C		MON - 12PM	MON - 2PM									22					1	
BC	Van Island South	BLACKPRESS	Sidney Peninsula News Review	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - Noon										23				1	
BC	Van Island South	BLACKPRESS	Saanich News	W	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - Noon									22					1	
BC	Van Island South	BLACKPRESS	Oak Bay News	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - Noon										23				1	
BC	Van Island South	BLACKPRESS	Victoria News	TH	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - Noon										23				1	
BC	Van Island South	BLACKPRESS	Goldstream News Gazette	W	10.333	x	7.000	8	x	98	784				4C		4 Days Prior - Noon	3 Days Prior - Noon									22					1	
BC	Van Island South	BLACKPRESS	Sooke News Mirror	TH	10.333	x	7.000	8	x	98	784				4C		THURS - 4PM	FRI - 4PM										23				1	
BC	Interior North	BLACKPRESS	100 Mile House Free Press	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	MON - 9AM										23				1	
BC	Interior North	BLACKPRESS	Bella Coola Coast Mountain News	E/O TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	MON - 9AM										23				1	
BC	Interior North	BLACKPRESS	Burns Lake District News	W	10.333	x	7.000	8	x	98	784				4C		FRI - NOON	MON - 9AM									22					1	
BC	Interior North	BLACKPRESS	Fort St. James Caledonia Courier	W	10.333	x	7.000	8	x	98	784				4C		FRI - 9AM	FRI - 11AM									22					1	
BC	Interior North	BLACKPRESS	Haida Gwaii Observer	F	10.333	x	7.000	8	x	98	784				4C		FRI - 12PM	FRI - 4PM												24		1	
BC	Interior North	BLACKPRESS	Houston Today	W	10.333	x	7.000	8	x	98	784				4C		THU - 3PM	FRI - 10AM									22					1	
BC	Interior North	BLACKPRESS	Kitimat Northern Sentinel	TH	10.333	x	7.000	8	x	98	784				4C		THU - 10AM	FRI - 10AM										23				1	
BC	Interior North	BLACKPRESS	Prince Rupert Northern View	TH	10.333	x	7.000	8	x	98	784				4C		FRI - NOON	FRI - 4PM										23				1	
BC	Interior North	BLACKPRESS	Quesnel Cariboo Observer	W	10.333	x	7.000	8	x	98	784				4C		4 DAYS- 2PM	3 DAYS - 10AM									22					1	
BC	Interior North	BLACKPRESS	Smithers Interior News	W	10.333	x	7.000	8	x	98	784				4C		THU - NOON	FRI - 10AM									22					1	
BC	Interior North	BLACKPRESS	Terrace Standard	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	FRI - 11AM										23				1	
BC	Interior North	BLACKPRESS	Vanderhoof Omineca Express	W	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	FRI - 10AM									22					1	
BC	Interior North	BLACKPRESS	Stuart Nechako Advertiser (Vanderhoof)	W	10.333	x	7.000	8	x	98	784				4C		FRI- 10AM	FRI- 10AM									22					1	
BC	Interior North	BLACKPRESS	Williams Lake Tribune	W	10.333	x	7.000	8	x	98	784				4C		FRI - NOON	FRI - 2PM									22					1	
BC	Interior South	BLACKPRESS	Ashcroft Cache Creek Journal	TH	10.333	x	7.000	8	x	98	784				4C		WED PRIOR - 2PM	FRI - 10AM										23				1	
BC	Interior South	BLACKPRESS	Barriere North Thompson Journal	TH	0	x	7.000	8	x	98	784				4C		WED PRIOR - 2PM	THU PRIOR - 10AM										23				1	
BC	Interior South	BLACKPRESS	Castlegar News	TH	10.333	x	7.000	8	x	98	784				4C		MON - 4PM	TUE - NOON										23				1	
BC	Interior South	BLACKPRESS	Clearwater North Thompson Times	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 5PM	MON - 10AM										23				1	
BC	Interior South	BLACKPRESS	Cranbrook Townsman	FR	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 12PM	3 DAYS - 12PM					17									1	
BC	Interior South	BLACKPRESS	Creston Valley Advance	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	MON - 4PM				16										1	
BC	Interior South	BLACKPRESS	Fernie Free Press	TH	10.333	x	7.000	8	x	98	784				4C		MON - 10AM	MON - NOON				16										1	
BC	Interior South	BLACKPRESS	Golden Star	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	FRI - 10AM				16										1	
BC	Interior South	BLACKPRESS	Grand Forks Gazette	W	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	MON - 9AM			15											1	
BC	Interior South	BLACKPRESS	Greenwood Boundary Creek Times	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	3 DAYS - 2PM				16										1	
BC	Interior South	BLACKPRESS	Kelowna Capital News	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 4PM	2 DAYS - 3PM			15											1	
BC	Interior South	BLACKPRESS	Keremeos Review	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	MON - 10AM				16										1	
BC	Interior South	BLACKPRESS	Kimberley Bulletin	W	0	x	7.000	8	x	98	784				4C		3 DAYS - 12PM	3 DAYS - 12PM					17									1	
BC	Interior South	BLACKPRESS	Nakusp Arrow Lakes News	TH	10.333	x	7.000	8	x	98	784				4C		THU - 2PM	FRI - 3PM				16										1	
BC	Interior South	BLACKPRESS	Nelson Star	TH	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 4PM	2 DAYS - 2PM				16										1	
BC	Interior South	BLACKPRESS	Penticton Western News	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 3PM	2 DAYS - 3PM			15											1	
BC	Interior South	BLACKPRESS	Princeton Similkameen Spotlight	TH	10.333	x	7.000	8	x	98	784				4C		THU - 10AM	FRI - 2PM				16										1	
BC	Interior South	BLACKPRESS	Revelstoke Times Review	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 10AM	FRI - 2PM				16										1	
BC	Interior South	BLACKPRESS	Rossland News	TH	10.333	x	7.000	8	x	98	784				4C		FRI - 4PM	MON - 10AM				16										1	
BC	Interior South	BLACKPRESS	Lakeshore Shuswap Market News	F	10.333	x	7.000	8	x	98	784				4C		TUE - 10AM	TUE - NOON					17									1	
BC	Interior South	BLACKPRESS	Salmon Arm Observer	W	10.333	x	7.000	8	x	98	784				4C		FRI - 3PM	MON - 3PM			15											1	
BC	Interior South	BLACKPRESS	Sicamous Eagle Valley News	W	10.333	x	7.000	8	x	98	784				4C		THU - 4PM	FRI - 4PM			15											1	
BC	Interior South	BLACKPRESS	Summerland Review	TH	10.333	x	7.000	8	x	98	784				4C		MON - 10AM	MON - 2PM				16										1	
BC	Interior South	BLACKPRESS	Trail Daily Times	TH	10.333	x	7.000	8	x	98	784				4C		3 DAYS - NOON	2 DAYS - 12PM				16										1	
BC	Interior South	BLACKPRESS	Vernon Morning Star	W	10.333	x	7.000	8	x	98	784				4C		3 DAYS - 4PM	2 DAYS - 10AM			15											1	
BC	Interior South	BLACKPRESS	West Kootenay Advertiser	TH	10.333	x	7.000	8	x	98	784				4C		MON - NOON	TUE - 9AM				16										1	
BC	Interior South	BLACKPRESS	Winfield Lake Country Calendar	TH	10.333	x	7.000	8	x	98	784				4C		4 DAY - 10AM	2 DAY - 10AM				16										1	
BC	Vancouve Coastal	BLACKPRESS	Gulf Islands Driftwood	W	0	x	7.000	10	x	98	980				4C		FRI - 10AM	MON - 10AM			15											1	
BC	Interior South	GLACIER	Kamloops This Week	W	9.028	x	7.000	7	x	98	686				4C		3 DAYS - 4PM	3 DAYS - 4PM			15											1	
BC	Vancouve Coastal	BLACKPRESS	Sunshine Coast - The Local	TH	7.717	x	7.000	6	x	98	588				4C		FRI - 4PM	MON - NOON				16										1	
BC	Lower Mainland	GLACIER	Burnaby Now	TH	6.1	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON				16										1	
BC	Lower Mainland	GLACIER	New Westminster Record	TH	8.8125	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON				16										1	
BC	Lower Mainland	GLACIER	Tri City News	TH	8.8125	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON				16										1	
BC	Lower Mainland	GLACIER	Delta Optimist	TH	9.83	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON				16										1	
BC	Lower Mainland	GLACIER	North Shore News	W	9.83	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON			15											1	
BC	Lower Mainland	GLACIER	Richmond News	TH	10.375	x	7.000	6	x	98	588				4C		3 Days Prior - NOON	2 Days Prior - NOON				16										1	
BC	Lower Mainland	GLACIER	Vancouver Courier	TH	10.33	x	7.000	6	x	98	588				4C		MON - NOON	TUES - 10AM				16										1	
BC	Coastal & Mountain	GLACIER	Bowen Island Undercurrent	TH	10.33	x	7.000	6	x	98	588				4C		1 Week Prior - Noon	3 Days Prior - Noon										23				1	
BC	Coastal & Mountain	GLACIER	Sechelt Coast Reporter	F	10.33	x	6.571	6	x	92	552				4C		TUES - 12PM	TUES - 12PM					17									1	
BC	Coastal & Mountain	GLACIER	Powell River Peak Midweek	W	10.33	x	6.820	6	x	96	576				4C		FRI PRIOR - 12PM	MON - 12PM			15											1	
BC	Coastal & Mountain	GLACIER	Powell River Peak	F	10.33	x	6.820	6	x	96	576				4C		FRI PRIOR - 12PM	MON - 12PM					17									1	
BC	Coastal & Mountain	GLACIER	Squamish Chief	TH	10.33	x	6.643	6	x	93	558				4C		MON - 12PM	TUES - 12PM				16										1	
BC	Coastal & Mountain	GLACIER	Whistler Pique Newsmagazine	TH	6.833	x	6.143	4	x	86	344				4C		MON - 12PM	TUES - 12PM				16										1	
BC	Interior	GLACIER	Kelowna Daily Courier (Subscribers)	M-F	0	x	10.714	10	x	150	1500				4C		2 DAYS - 12PM	2 DAYS - 12PM					17							24		2	
BC	Interior	GLACIER	Westside Weekly	W	0	x	7.000	10	x	98	980				4C		4 DAYS - 4PM	3 DAYS - NOON			15											1	
BC	Interior	GLACIER	Lumby Valley Times	F	10.25	x	6.000	6	x	84	504				4C		FRI PRIOR - 12PM	MON - NOON					17									1	
BC	Interior	GLACIER	Okanagan Advertiser	TH	0	x	7.000	7	x	98	686				4C		FRI - NOON	FRI - NOON				16										1	
BC	Interior	GLACIER	Peachland View	F	10.33	x	6.143	6	x	86	516				4C		MON - 4PM	TUE - 4PM					17									1	
BC	Interior	GLACIER	Penticton Herald (Subscribers)	M-F	10.444	x	10.714	10	x	150	1500				4C		2 DAYS - 12PM	2 DAYS - 12PM					17							24		2	
BC	Island	GLACIER	Gabriola Sounder	W	6.222	x	7.714	6	x	108	648				4C		THU PRIOR	THURS PRIOR - 12PM			15											1	
BC	Island	GLACIER	Victoria Times Colonist (Subscribers)	TU-SUN	0	x	10.857	10	x	152	1520				4C		3 DAYS - 12PM	3 DAYS - 12PM						18							25	2	
BC	North	GLACIER	Dawson Creek Mirror	TH	9.4488	x	6.290	10	x	87	870				4C		FRI - NOON	FRI - NOON				16										1	

| | | |

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia Street
Vancouver BC V6E 3C9 (604) 408 8125

2020 / 21 BC GOVERNMENT COSTING ESTIMATE

s.15; s.17

DATE: 6-Apr-20
CLIENT: GCPE
CAMPAIGN NAME: Covid-19 In Language Phase 2
CAMPAIGN DATE: April 18 - May 3
AD SIZE: 1/2 Page Horizontal, 4C
MEDIA BUYER: Walkiria Arndt

CLIENT #:
PRODUCT #: 21
CAMPAIGN #: GCPE09
APO: A4219
CPA: TBD
VERSION: Original

Province	Region	Publication	Pub Days	Ad Size (in) (Width x Hight)	Colour Choice	Net Cost Per Insertion	Booking Deadline	Material Deadline	WEEK OF Apr 13, 20 INS DATE M TU W TH F SA SU	WEEK OF Apr 20, 20 INS DATE M TU W TH F SA SU	WEEK OF Apr 27, 20 INS DATE M TU W TH F SA SU	Total Insertions	Total Cost
		CHINESE NEWSPAPERS - TRADITIONAL											
BC	Lower Mainland	MING PAO DAILY NEWS (Cantonese; Traditional) Weekday	WE	11.7500 x 10.188	4C	NR	3 DAYS PRIOR	2 DAYS PRIOR		22	29	2	NR
BC	Lower Mainland	MING PAO DAILY NEWS (Cantonese; Traditional) Weekend	SA	11.7500 x 10.188	4C		3 DAYS PRIOR	2 DAYS PRIOR	18	25		2	
BC	Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	WE	11.7000 x 10.350	4C		4 DAYS	2 DAYS		22	29	2	
BC	Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	SA	11.7000 x 10.350	4C		4 DAYS	2 DAYS	18	25		2	
		SOUTH ASIAN NEWSPAPERS - PUNJABI											
BC	Lower Mainland	PUNJABI JOURNAL (Punjabi)	F	10.0000 x 6.000	4C		7 DAYS	7 DAYS		24	1	2	
BC	Lower Mainland	PUNJABI STAR (Punjabi)	SA	10.0000 x 7.000	4C		WEDNESDAY	WEDNESDAY	18	25		2	
BC	Lower Mainland	PUNJABI TRIBUNE	F	10.5000 x 6.250	4C		TUESDAY	TUESDAY		24	1	2	
BC	Lower Mainland	PUNJAB GUARDIAN	F	10.2500 x 7.000	4C		TUESDAY	TUESDAY		24	1	2	
BC	Lower Mainland	CANADIAN PUNJAB TIMES	F	10.0000 x 7.500	4C		WEDNESDAY - NOON	WEDNESDAY - NOON	18	24		2	
BC	Lower Mainland	INDO-CANADIAN AWAAZ	F	10.2500 x 6.000	4C		5 DAYS	3 DAYS		24	1	2	
BC	Lower Mainland	INDO-CANADIAN TIMES	TH	10.0000 x 7.500	4C		6 DAYS	5 DAYS		23	30	2	
BC	Lower Mainland	SACH DI AWAAZ	F	10.3800 x 7.500	4C		5 DAYS	4 DAYS		24	1	2	
BC	Lower Mainland	PUNJAB LINK	SA	10.0000 x 7.000	4C		MONDAY	TUESDAY		25	2	2	
BC	Lower Mainland	AKAL GUARDIAN	SA	10.2500 x 7.250	4C		3 DAYS PRIOR	3 DAYS PRIOR		25	2	2	
		SOUTH ASIAN NEWSPAPERS - ENGLISH											
BC	Lower Mainland	INDO-CANADIAN VOICE (Eng) *Combo w/IndoCdn Awaaz)	SA	10.2500 x 6.000	4C		5 DAYS	3 DAYS		25	2	2	
BC	Lower Mainland	ASIAN STAR (Eng) *On Own/Combo w/Punjabi Star	SA	10.0000 x 7.000	4C		WEDNESDAY	WEDNESDAY	18	25		2	
BC	Lower Mainland	SOUTH ASIAN POST	TH	9.9500 x 7.180	4C		5 DAYS	4 DAYS		23	30	2	
BC	Lower Mainland	ASIAN JOURNAL	F	10.0000 x 6.000	4C		7 DAYS	7 DAYS		24	1	2	
BC	Lower Mainland	FILIPINO POST	TH	9.9500 x 7.180	4C		5 DAYS	4 DAYS		23	30	2	
BC	Lower Mainland	INDO-CANADIAN, THE LINK	SA	10.0000 x 7.000	4C		MONDAY	TUESDAY		25	1	2	
		CHINESE NEWSPAPERS - SIMPLIFIED											
BC	Lower Mainland	CANADIAN CITY POST	F	9.6500 x 6.180	4C		7 DAYS	5 DAYS		24	1	2	
BC	Lower Mainland	RISE WEEKLY	F	10.0000 x 6.100	4C		TUESDAY	TUESDAY		24	1	2	
BC	Lower Mainland	CANADIAN CHINESE EXPRESS	F	10.0000 x 5.500	4C		7 DAYS	5 DAYS		24	1	2	

NET TOTAL	$46,504.18

Approved by Ministry Expense Authority: NAMMI POOROOSHASB (Full Name) — Signature — **DATE:** April 7, 2020

Approved by GCPE: KATHRYN LESUEUR (Full Name) — **DATE:** April 7, 2020

Material Contact Name:

AGENCY OF RECORD **APO# (Assigned by GCPE):** **Blanket APO:** **Campaign Name:**
Advertising Placement Order **Yes:** **No:**

STOB/PROJECT INFORMATION:

STOB:
GCPE 67: X
Ministry 67:
Ministry 68:
CPA/Project No.

BILLING CONTACT:
Name:
Email: gcpe.financebilling@gov.bc.ca
Phone:

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 1580, 1075 West Georgia St.

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

2020 / 21 TV COST ESTIMATE

CLIENT:	GCPE
CAMPAIGN:	COVID-19 English Television
CAMPAIGN DATE:	Sat April 18 - Sun May 3, 2020
AUDIENCE:	A25-54
UNIT:	:30s
REVISION COMMENT:	
Budget:	$250,000

DATE: April 15, 2020
CLIENT CODE:
PRODUCT: 21
CAMPAIGN #: 10
APO: A4222
VERSION: TBD
MEDIA BUYER: TBD

MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	ESTIMATED NET CPR	WEEKLY GRP's	WEEKLY COST Net	NUMBER OF WEEKS	TOTAL COST NET
BC - VANCOUVER / VICTORIA			NR		NR		NR
	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN CHEK CBUT CHNU	Sat April 18 - Sun May 3		175		2	
						OUVER / VICTORIA TOTAL:	
BC - INTERIOR							
KELOWNA	CHBC, CHANKELG	Sat April 18 - Sun May 3		150		2	
						OKANAGAN TOTAL:	
KAMLOOPS / PRINCE GEORGE	CFJC, CKPG CHANKAMP, CIVTKAMP	Sat April 18 - Sun May 3		150		2	
						PRINCE GEORGE TOTAL:	
TERRACE / KITIMAT	CFTK, CHANTER, CIVTTER	Sat April 18 - Sun May 3		100		2	
						ERRACE / KITIMAT TOTAL:	
DAWSON CREEK	CJDC, CHAN-DAC	Sat April 18 - Sun May 3		100		2	
						DAWSON CREEK TOTAL:	
KOOTENAYS	CHANKOOG	Sat April 18 - Sun May 3		100		2	
						KOOTENAYS TOTAL:	
Total:							**$249,550.00**

* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable

TOTAL NET TELEVISION:

Approved by Ministry Expense Authority: _____ **Date:** _____

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia St.

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

2020 / 21 TV COST ESTIMATE

CLIENT:	GCPE	**DATE:**	April 15, 2020
CAMPAIGN:	COVID-19 English Television	**CLIENT CODE:**	
CAMPAIGN DATE:	Sat April 18 - Sun May 3, 2020	**PRODUCT:**	21
AUDIENCE:	A25-54	**CAMPAIGN #:**	10
UNIT:	:30s	**APO:**	TBD
REVISION COMMENT:		**VERSION:**	TBD
Budget:	$250,000	**MEDIA BUYER:**	TBD

MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	ESTIMATED NET CPR	WEEKLY GRP's	WEEKLY COST Net	NUMBER OF WEEKS	TOTAL COST NET

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:

STOB: GCPE 67 ____ Ministry 67 ____ 68 ____

CPA/Project No. _____

BILLING CONTACT:

Name: _____

Telephone: _____ Fax: _____

BILLING TO: ***Ministry Branch Mailing Address***

_____

_____

_____

_____

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 1580, 1075 West Georgia St.

Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

2020 / 21 TV COST ESTIMATE

CLIENT: GCPE
CAMPAIGN: COVID-19 English Television
CAMPAIGN DATE: Sat April 18 - Sun May 3, 2020
AUDIENCE: A25-54
UNIT: :30s
REVISION COMMENT:
Budget: $250,000

DATE: April 15, 2020
CLIENT CODE:
PRODUCT: 21
CAMPAIGN #: 10
APO: TBD
VERSION: TBD
MEDIA BUYER: TBD

MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	ESTIMATED NET CPR	WEEKLY GRP's	WEEKLY COST Net	NUMBER OF WEEKS	TOTAL COST NET

Approved by Ministry Expense Authority: _____ N. PEDROSTMSB Date: April 15/2020

Approved by GCPE: _____ K. LESUEUR Date: April 15/2020

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:

STOB: GCPE 67 ___ Ministry 67 ___ 68 ___

CPA/Project No. _____

BILLING CONTACT:

Name: _____

Telephone: _____ Fax: _____

BILLING TO: *Ministry Branch Mailing Address*

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****

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**April 15, 2020**
CAMPAIGN:	**COVID19 2020 Facebook Townhall**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**April 15 - 23, 2020**	**APO:**	A4223
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**1**
TARGET AUDIENCE:	**BC**	**MEDIA BUYER:**	**Josh Tebbutt**
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram		April 15 - 23, 2020	Static - Newsfeed/Story	$10.00	1	1,000,000	$10,000
5.8% Service Fee for Media Purchased (based on net media spend)							$580.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$300.00

TOTAL COST: **$10,880.00**

Approved by Ministry Expense Authority: Nammi Poorooshasb **Date:** 20-04-15

Approved by GCPE HQ: Kathryn LeSueur **Date:** 20-04-15

STANDING OFFER **APO# (Assigned by GCPE):** **Campaign Name:**

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 ____ Ministry 67 X 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	April 30, 2020
CAMPAIGN:	COVID19 2020 Multicultural	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	April 17 - May 20, 2020	**APO:**	A4225
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	2
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram		April 17 - May 18, 2020	Static - Newsfeed/Story	$10.00	4	2,790,000	$27,900
Desibuzz		April 20 - May 20, 2020	Display	NA	4	NA	$1,500
Darpan		April 20 - May 20, 2020	Display	NA	4	NA	$700
Open Exchange - Multicultural Sites		April 20 - May 18, 2020	Display	$7.00	4	2,000,000	$14,000
Open Exchange - Multicultural Sites		April 20 - May 18, 2020	Video - Outstream	$15.00	4	666,667	$10,000
Open Exchange		April 20 - May 18, 2020	Display	$7.00	4	2,142,857	$15,000
5.8% Service Fee for Media Purchased (based on net media spend)							$4,007.80
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$2,073.00
Adserving Fees							$336.67
AdOps Fees							$100.00
Magnet Data Fees							$4,285.71

TOTAL COST: **$79,903.18**

Approved by Ministry Expense Authority: _____ **Date:** **01-May-20**
Nammi Peorooshasb

Approved by GCPE HQ: _____ **Date:** **01-May-20**
Kathryn LeSueur

STANDING OFFER **APO# (Assigned by GCPE):** **Campaign Name:**

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	May 22, 2020
CAMPAIGN:	COVID19 2020 Phase 2	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	May 22 - July 3, 2020	**APO:**	A4231
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	3
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram		May 22 - July 3, 2020	Static - Newsfeed/Story	$10.00	6	4,525,000	$45,250
Facebook/Instagram		May 30 - June 20, 2020	Video - Newsfeed/Story	$20.00	3	400,000	$8,000
Facebook/Instagram - Traditional Chinese		June 8 - 28, 2020	Static - Newsfeed/Story	$12.00	3	500,000	$6,000
Facebook/Instagram - Simplified Chinese		June 8 - 28, 2020	Static - Newsfeed/Story	$12.00	3	316,667	$3,800
Facebook/Instagram - Punjabi		June 8 - 28, 2020	Static - Newsfeed/Story	$12.00	3	291,667	$3,500
Snapchat		June 3 - July 3, 2020	TopSnap	$5.00	4	1,800,000	$9,000
Twitter		May 30 - June 20, 2020	Static Card	$10.00	5	1,300,000	$13,000
Canadian Marketplace - BC 18+ - Non-News Readers		June 4 - July 3, 2020	Display	$7.00	5	3,571,429	$25,000
Canadian Marketplace - BC 18+		May 25 - July 3, 2020	Display	$7.00	5	8,571,429	$60,000
Canadian Marketplace - BC 18+		June 4 - July 3, 2020	Pre-Roll 15s	$25.00	4	1,400,000	$35,000
Canadian Marketplace - BC 18+ - Renters		June 4 - July 3, 2020	Pre-Roll 15s	$25.00	4	800,000	$20,000
Canadian Marketplace - BC 18+ - Symptom Searchers		June 4 - July 3, 2020	Pre-Roll 15s	$25.00	4	600,000	$15,000
Canadian Marketplace - BC 18+		June 4 - July 3, 2020	Pre-Roll/Ins-Stream 30s	$40.00	4	375,000	$15,000
ConnectedTV - Telaria		June 4 - July 3, 2020	Pre-Roll/Ins-Stream 30s	$40.00	4	375,000	$15,000
YouTube		June 15 - July 3, 2020	TrueView 15s	$7.00	3	3,571,429	$25,000
YouTube		May 30 - July 3, 2020	TrueView 30s	$25.00	5	800,000	$20,000
Twitch		June 4 - June 21, 2020	In-Stream 30s	$35.00	3	428,571	$15,000
OpenExchange - In-Language Sites		June 4 - July 3, 2020	Display	$7.00	4	2,142,857	$15,000
OpenExchange - In-Language Sites		June 15 - July 3, 2020	Outstream 15s	$15.00	3	666,667	$10,000
OpenExchange - Magnet Audience		June 4 - July 3, 2020	Display	$7.00	4	1,428,571	$10,000
Spotify		June 8 - 28, 2020	Digital Audio 30s	$13.00	5	1,153,846	$15,000
DAX - WMG		June 4 - July 3, 2020	Digital Audio 30s	$19.00	5	1,315,789	$25,000
Google Search		June 4 - July 3, 2020	Text Ads	$40.00	6	237,500	$9,500

5.8% Service Fee for Media Purchased (based on net media spend)		$24,246.90
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks	$12,541.50
Adserving Fees		$1,425.17
AdOps Fees		$800.00
Data Fees		$12,800.00

REVISED COST: **$469,863.57**

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344
2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	May 22, 2020
CAMPAIGN:	COVID19 2020 Phase 2	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	May 22 - July 3, 2020	**APO:**	A4231
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	3
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:			

	# of	Total	Total

Approved by Ministry Expense Authority: _____ **Date:** 28-May-20
Nammi Poorooshasb

Approved by GCPE HQ: _____ **Date:** 28-May-20
Kathryn LeSueur

STANDING OFFER **APO# (Assigned by GCPE):** **Campaign Name:**

Advertising Placement Order

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

STOB: GCPE 67 X Ministry 67 ____ 68 ____ Name:

CPA/Project No. Email: gcpe.financebilling@gov.bc.ca

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia St.
Vancouver BC V6E 3C9 (604) 646-7282

s.15; s.17

2020 / 21 TV COST ESTIMATE

CLIENT:	GCPE
CAMPAIGN:	COVID-19 - Reopening Phase 2 - English Television
CAMPAIGN DATE:	Tue June2 - Sun June 14, 2020
AUDIENCE:	A25-54
UNIT:	:30s
REVISION COMMENT:	
Budget:	$237,300

DATE: Mav 26. 2020
CLIENT CODE:
PRODUCT: 21
CAMPAIGN #: 15
APO: A4233
VERSION: Original
MEDIA BUYER: Jordan Sykes

Rep Shop	MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	ESTIMATED NET CPR	WEEKLY GRP's	WEEKLY COST Net	NUMBER OF WEEKS	TOTAL COST NET
	BC - VANCOUVER / VICTORIA			NR		NR		NR
BELL ROGERS Corus WMG CBC		CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN CHEK CBUT	Tue June 2 - Sun June 14		175		2	
							UVER / VICTORIA TOTAL:	
	BC - INTERIOR							
Corus	KELOWNA	CHBC, CHANKELG	Tue June 2 - Sun June 14		150		2	
							OKANAGAN TOTAL:	
Rogers WMG	KAMLOOPS / PRINCE GEORGE	CFJC, CKPG CHANKAMP, CIVTKAMP	Tue June 2 - Sun June 14		150		2	
							PRINCE GEORGE TOTAL:	
BELL BELL	TERRACE / KITIMAT	CFTK, CHANTER, CIVTTER	Tue June 2 - Sun June 14		100		2	
							RRACE / KITIMAT TOTAL:	
BELL BELL	DAWSON CREEK	CJDC, CHAN-DAC	Tue June 2 - Sun June 14		100		2	
							DAWSON CREEK TOTAL:	
Corus	KOOTENAYS	CHANKOOG	Tue June 2 - Sun June 14		100		2	
							KOOTENAYS TOTAL:	
	Total:							**$237,300.00**

* Television: Stations require written notice 4 weeks prior to campaign start date and first 4 weeks are non-cancelable

TOTAL NET TELEVISION:

Approved by Ministry Expense Authority: _____ **Date:** 26-May-20
Namm Poorooshasb

Approved by GCPE: _____ **Date:** 26-May-20
Kathryn LeSueur

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:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No. _____

BILLING CONTACT:

Name: gcpe.financebilling@gov.bc.ca

Telephone: _____ Fax: _____

BILLING TO: ***Ministry Branch Mailing Address***

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

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**June 2**
CAMPAIGN NAME:	**Covid-19 English Print Phase 2 Re-Opening**	**CPC #:**	**531219-21-GCPE11**
MEDIUM:	**English Newspaper**	**APO #:**	**A4235**
FLIGHT DATES:	**June 8 x 3 weeks**	**VERSION:**	**Original**
UNIT:	**1/3 page Vertical**	**MEDIA BUYER:**	**Stefani Kovacevic**
REVISION COMMENT:		**CONTRACT #:**	**C21GCPE001**

SECTION 1 AD COSTING

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)			Colour	NET COST PER INS
Lower Mainland	Abbotsford News	44,564	TH	6.4170	x	7.000	4C	NR
Lower Mainland	Agassiz - Harrison Observer	2,884	TH	6.4170	x	7.000	4C	
Lower Mainland	Aldergrove Star	6,577	TH	6.4170	x	7.000	4C	
Lower Mainland	Chilliwack Progress	27,618	TH	6.4170	x	7.000	4C	
Lower Mainland	Cloverdale Reporter	14,440	TH	6.4170	x	7.000	4C	
Lower Mainland	Hope Standard	1,324	TH	6.4170	x	7.000	4C	
Lower Mainland	Langley Advance Times	28,803	TH	6.4170	x	7.000	4C	
Lower Mainland	Maple Ridge/Pitt Meadows News	30,451	TH	6.4170	x	7.000	4C	
Lower Mainland	Mission Record	11,114	TH	6.4170	x	7.000	4C	
Lower Mainland	North Delta Reporter	12,913	TH	6.4170	x	7.000	4C	
Lower Mainland	Peace Arch News (White Rock)	37,472	TH	6.4170	x	7.000	4C	
Lower Mainland	Surrey Now Leader	54,541	TH	6.4170	x	7.000	4C	
Van Island North	Alberni Valley News	9,186	W	6.4170	x	7.000	4C	
Van Island North	Campbell River Mirror	16,808	W	6.4170	x	7.000	4C	
Van Island North	Comox Valley Record	21,572	W	6.4170	x	7.000	4C	
Van Island North	Cowichan Valley Citizen (Duncan)	23,318	TH	6.4170	x	7.000	4C	
Van Island North	Ladysmith Chronicle	4,500	TH	6.4170	x	7.000	4C	
Van Island North	Lake Cowichan Gazette	698	TH	6.4170	x	7.000	4C	
Van Island North	North Island Gazette	1,222	W	6.4170	x	7.000	4C	
Van Island North	Nanaimo News Bulletin	29,955	W	6.4170	x	7.000	4C	
Van Island North	Parksville Qualicum News	15,637	W	6.4170	x	7.000	4C	
Van Island North	Tofino/Ucluelet Westerly News	963	W	6.4170	x	7.000	4C	
Van Island South	Sidney Peninsula News Review	14,542	TH	6.4170	x	7.000	4C	
Van Island South	Saanich News	30,737	W	6.4170	x	7.000	4C	
Van Island South	Oak Bay News	6,379	TH	6.4170	x	7.000	4C	
Van Island South	Victoria News	24,142	TH	6.4170	x	7.000	4C	
Van Island South	Goldstream News Gazette	17,395	W	6.4170	x	7.000	4C	
Van Island South	Sooke News Mirror	5,531	TH	6.4170	x	7.000	4C	

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)			Colour	NET COST PER INS
Interior North	100 Mile House Free Press	2,179	TH	6.4170	x	7.000	4C	NR
Interior North	Bella Coola Coast Mountain News	359	E/O TH	6.4170	x	7.000	4C	
Interior North	Burns Lake District News	1,263	W	6.4170	x	7.000	4C	
Interior North	Fort St. James Caledonia Courier	475	W	6.4170	x	7.000	4C	
Interior North	Haida Gwaii Observer	848	F	6.4170	x	7.000	4C	
Interior North	Houston Today	902	W	6.4170	x	7.000	4C	
Interior North	Kitimat Northern Sentinel	822	TH	6.4170	x	7.000	4C	
Interior North	Prince Rupert Northern View	7,406	TH	6.4170	x	7.000	4C	
Interior North	Quesnel Cariboo Observer	1,780	W	6.4170	x	7.000	4C	
Interior North	Smithers Interior News	2,556	W	6.4170	x	7.000	4C	
Interior North	Terrace Standard	7,973	TH	6.4170	x	7.000	4C	
Interior North	Vanderhoof Omineca Express	754	W	6.4170	x	7.000	4C	
Interior North	Stuart Nechako Advertiser (Vanderhoof)	4,388	W	6.4170	x	7.000	4C	
Interior North	Williams Lake Tribune	9,811	W	6.4170	x	7.000	4C	
Interior South	Ashcroft Cache Creek Journal	965	TH	6.4170	x	7.000	4C	
Interior South	Barriere North Thompson Journal	623	TH	6.4170	x	7.000	4C	
Interior South	Castlegar News	6,582	TH	6.4170	x	7.000	4C	
Interior South	Clearwater North Thompson Times	877	TH	6.4170	x	7.000	4C	
Interior South	Cranbrook Townsman	1,668	TU	6.4170	x	7.000	4C	
Interior South	Creston Valley Advance	2,326	TH	6.4170	x	7.000	4C	
Interior South	Fernie Free Press	5,649	TH	6.4170	x	7.000	4C	
Interior South	Golden Star	1,140	TH	6.4170	x	7.000	4C	
Interior South	Grand Forks Gazette	2,259	W	6.4170	x	7.000	4C	
Interior South	Greenwood Boundary Creek Times	501	TH	6.4170	x	7.000	4C	
Interior South	Kelowna Capital News	43,428	W	6.4170	x	7.000	4C	
Interior South	Keremeos Review	785	TH	6.4170	x	7.000	4C	
Interior South	Kimberley Bulletin	987	TU	6.4170	x	7.000	4C	
Interior South	Nakusp Arrow Lakes News	544	TH	6.4170	x	7.000	4C	
Interior South	Nelson Star	8,532	TH	6.4170	x	7.000	4C	
Interior South	Penticton Western News	23,367	W	6.4170	x	7.000	4C	
Interior South	Princeton Similkameen Spotlight	875	TH	6.4170	x	7.000	4C	
Interior South	Revelstoke Times Review	1,195	TH	6.4170	x	7.000	4C	
Interior South	Rossland News	1,102	TH	6.4170	x	7.000	4C	
Interior South	Lakeshore Shuswap Market News	12,964	F	6.4170	x	7.000	4C	
Interior South	Salmon Arm Observer	2,309	W	6.4170	x	7.000	4C	
Interior South	Sicamous Eagle Valley News	413	W	6.4170	x	7.000	4C	
Interior South	Summerland Review	1,588	TH	6.4170	x	7.000	4C	
Interior South	Trail Daily Times	2,800	TH	6.4170	x	7.000	4C	
Interior South	Vernon Morning Star	30,150	W	6.4170	x	7.000	4C	
Interior South	West Kootenay Advertiser	29,975	TH	6.4170	x	7.000	4C	
Interior South	Winfield Lake Country Calendar	3,818	TH	6.4170	x	7.000	4C	
Vancouver Coastal	Gulf Islands Driftwood	2,809	W	7.1500	x	7.000	4C	

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)			Colour	NET COST PER INS
Interior South	Kamloops This Week	30,691	W	5.1670	x	7.000	4C	NR
Lower Mainland	Burnaby Now	44,184	TH	5.0800	x	7.000	4C	
Lower Mainland	New Westminster Record	16,354	TH	5.0800	x	7.000	4C	
Lower Mainland	Tri City News	52,329	TH	5.0800	x	7.000	4C	
Lower Mainland	Delta Optimist	17,050	TH	5.0800	x	7.000	4C	
Lower Mainland	North Shore News	60,768	W	5.0800	x	7.000	4C	
Lower Mainland	Richmond News	46,265	TH	5.0800	x	7.000	4C	
Lower Mainland	Vancouver is Awesome	105,972	TH	5.0800	x	7.000	4C	
Coastal & Mountain	Bowen Island Undercurrent	1,150	TH	5.0800	x	7.000	4C	
Coastal & Mountain	Sechelt Coast Reporter	12,134	F	5.0800	x	7.000	4C	
Coastal & Mountain	Merritt Herald	2,000	TH	5.1670	x	7.000	4C	
Coastal & Mountain	Powell River Peak	3,200	F	5.0800	x	7.000	4C	
Coastal & Mountain	Squamish Chief	4,200	TH	5.1670	x	7.000	4C	
Coastal & Mountain	Whistler Pique Newsmagazine	12,500	TH	5.1670	x	7.000	4C	
Interior	Kelowna Daily Courier (Subscribers)	9,884	T-F	5.1670	x	7.000	4C	
Interior	Westside Weekly	10,276	W	5.1670	x	7.000	4C	
Interior	Lumby Valley Times	2,200	F	5.0800	x	7.000	4C	
Interior	Okanagan Advertiser	4,000	TH	5.1670	x	7.000	4C	
Interior	Peachland View	3,100	F	5.0800	x	7.000	4C	
Interior	Times Chronicle - Oliver & Osoyoos	1,300	W	5.0800	x	7.000	4C	
Interior	Penticton Herald (Subscribers)	5,779	T-F	5.1670	x	7.000	4C	
Island	Gabriola Sounder	2,800	W	5.0800	x	7.000	4C	
Island	Victoria Times Colonist (Subscribers)	51,018	TU-SUN	5.1670	x	7.000	4C	
North	Dawson Creek Mirror	8,500	TH	5.1670	x	7.000	4C	
North	Fort Nelson News (Rep by BP & Glacier)	2,300	W	5.0800	x	7.000	4C	
North	Fort St. John Alaska Highway News - TMC	11,554	TH	5.0800	x	7.000	4C	
North	Prince George Citizen (Subscribers)	10,486	TH	5.1670	x	7.000	4C	
Interior South	Rocky Mountain Valley Goat	1,000	TH	5.0800	x	7.000	4C	
Lower Mainland	Vancouver Sun (Fixed MOD Sizes)	114,452	M-SA	6.1440	x	8.000	4C	
Lower Mainland	The Province (Fixed MOD Sizes)	88,100	M-F / SU	6.1440	x	8.000	4C	

Total Media Cost	$229,545.40

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)	Colour	NET COST PER INS

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$5,775.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS **$235,320.40**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **03-Jun-20**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority (GCPE or Ministry) **Date:** **03-Jun-20**

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: **Ministry Branch Mailing Address**
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY: GCPE
CAMPAIGN NAME: Covid-19 In Language Phase 2 Re-Opening
MEDIUM: In-Language Newspaper
FLIGHT DATES: June 8 x 3 weeks
UNIT: 1/3 page Vertical
REVISION COMMENT:

DATE: June 1
CPC #: 531219-21-GCPE16
APO #: A4236
VERSION: Original
MEDIA BUYER: Stefani Kovacevic
CONTRACT #: C21GCPE001

SECTION 1 AD COSTING

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Insertion
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO DAILY NEWS (Cantonese) Weekday	55,000	WE June 17, 24	6.4170	x	7.000	4C	NR
Lower Mainland	MING PAO DAILY NEWS (Cantonese) Weekend	55,000	Sa June 13, 20	6.4170	x	7.000	4C	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	44,000	WE June 17, 24	6.4170	x	7.000	4C	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	44,000	Sa June 13, 20	6.4170	x	7.000	4C	
SOUTH ASIAN NEWSPAPERS -Punjabi								
Lower Mainland	PUNJABI JOURNAL (Punjabi)	22,000	Fri June 19, 26	6.4170	x	7.000	4C	
Lower Mainland	PUNJABI STAR (Punjabi)	25,000	Sa June 13	6.4170	x	7.000	4C	
Lower Mainland	PUNJABI TRIBUNE	22,000	Fri June 19, 26	6.4170	x	7.000	4C	
Lower Mainland	PUNJAB GUARDIAN	20,000	Fri June 19	6.4170	x	7.000	4C	
Lower Mainland	CANADIAN PUNJAB TIMES	22,000	Fri Jun 12, 19	6.4170	x	7.000	4C	
Lower Mainland	INDO-CANADIAN AWAAZ	23,500	Fri Jun 19, 26	6.4170	x	7.000	4C	
Lower Mainland	INDO-CANADIAN TIMES		Thu Jun 18	6.4170	x	7.000	4C	
Lower Mainland	SACH DI AWAAZ		Fri Jun 19 , 26	6.4170	x	7.000	4C	
Lower Mainland	PUNJAB LINK		Sa Jun 20, 27	6.4170	x	7.000	4C	
Lower Mainland	AKAL GUARDIAN		Sa Jun 20, 27	6.4170	x	7.000	4C	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)		Sa Jun 20, 27	6.4170	x	7.000	4C	
Lower Mainland	ASIAN STAR *On Own/Combo w/Punjabi Star		Sa Jun 13, 20	6.4170	x	7.000	4C	
Lower Mainland	SOUTH ASIAN POST		Th Jun 18, 25	6.4170	x	7.000	4C	
Lower Mainland	ASIAN JOURNAL		Fri Jun 19, 26	6.4170	x	7.000	4C	
Lower Mainland	FILIPINO POST		Th Jun 18, 25	6.4170	x	7.000	4C	
Lower Mainland	INDO-CANADIAN, THE LINK		Sa Jun 20, 27	6.4170	x	7.000	4C	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	25,000	Fri Jun 19, 26	6.4170	x	7.000	4C	
Lower Mainland	RISE WEEKLY	25,000	Fri Jun 19	6.4170	x	7.000	4C	
Lower Mainland	CANADIAN CHINESE EXPRESS	N/A	Fri Jun 19, 26	6.4170	x	7.000	4C	

Total Media Cost **$30,347.66**

Region	Publication	Circulation	Pub Days	Ad Size (in) (Width x Hight)	Colour	Net Cost Per Insertion

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide In-Language Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,100.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS **$32,447.66**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2020-06-03**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority (GCPE or Ministry) **Date:** **2020-06-03**

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: **Ministry Branch Mailing Address**
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**June 9, 2020**
CAMPAIGN NAME:	**COVID-19 - Reopening Phase 2, Part 2 - English Television**	**CPC #**	**531219-21-17**
FLIGHT DATES:	**June 15- June 28, 2020**	**APO #:**	**A4239**
TARGET AUDIENCE:	**A25-54**	**VERSION:**	**Original**
UNIT:	**:30's**	**MEDIA BUYER:**	**Jordan Sykes**
REVISION COMMENT:		**CONTRACT #:**	**C21GCPE001**

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT	Mon Jun 15 - Sun Jun 28	NR	175	NR	**2**	NR
Kelowna	CHBC, CHANKELG	Mon Jun 15 - Sun Jun 28		150		**2**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Jun 15 - Sun Jun 28		150		**2**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Jun 15 - Sun Jun 28		100		**2**	
Dawson Creek	CJDC, CHAN-DAC	Mon Jun 15 - Sun Jun 28		100		**2**	
Kootenays	CHANKOOG	Mon Jun 15 - Sun Jun 28		100		**2**	
						Total Ad Cost	**$237,300.00**

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**June 9, 2020**
CAMPAIGN NAME:	**COVID-19 - Reopening Phase 2, Part 2 - English Television**	**CPC #**	**531219-21-17**
FLIGHT DATES:	**June 15- June 28, 2020**	**APO #:**	**A4239**
TARGET AUDIENCE:	**A25-54**	**VERSION:**	**Original**
UNIT:	**:30's**	**MEDIA BUYER:**	**Jordan Sykes**
REVISION COMMENT:		**CONTRACT #:**	**C21GCPE001**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: **Media planning, buying , ongoing buy maintence and reconcilliation.**

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$4,803.75**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$242,103.75**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2020-06-09

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: _____ **Date:** 2020-06-09
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	June 30, 2020
CAMPAIGN:	COVID19 2020 Phase 2 Ext	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	July 4 - Aug 31, 2020	**APO:**	A4251
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	1
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram - BC 18+		July 4 - Aug 31, 2020	Static - Newsfeed/Stories	$10.00	9	2,700,000	$27,000
Facebook/Instagram - BC 18+		July 4 - Aug 31, 2020	Video - Newsfeed/Stories	$13.00	4	576,923	$7,500
Facebook/Instagram - BC 18+		July 4 - Aug 31, 2020	Video - Stories	$13.00	4	576,923	$7,500
Canadian Marketplace - News Content		July 4 - Aug 31, 2020	Display	$7.00	9	2,857,143	$20,000
Canadian Marketplace - Non-News Readers		July 4 - Aug 31, 2020	Display	$7.00	9	5,714,286	$40,000
Canadian Marketplace		July 4 - Aug 31, 2020	Pre-Roll	$25.00	9	800,000	$20,000
YouTube		July 4 - Aug 31, 2020	TrueView	$15.00	9	2,000,000	$30,000
5.8% Service Fee for Media Purchased (based on net media spend)							$8,816.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$4,560.00
Adserving Fees		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$656.00
AdOps Fees		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$600.00
AdOps Fees		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$5,714.29

TOTAL COST: **$172,346.29**

Approved by Ministry Expense Authority: _____ **Date:** **30-Jun-20**
Nammi Poorooshasb

Approved by GCPE HQ: _____ **Date:** **30-Jun-20**
Kathryn LeSueur

STANDING OFFER **APO# (Assigned by GCPE):** **Campaign Name:**

Advertising Placement Order

STOB/PROJECT INFORMATION:

STOB: GCPE 67 ___X_ Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	June 30, 2020
CAMPAIGN:	COVID19 2020 Phase 2 Ext	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	July 4 - Aug 31, 2020	**APO:**	A4251
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	1
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt
REVISION COMMENT:			

	# of	Total	Total

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

Jungle

CLIENT:	BC Government	DATE:	August 24, 2020
CAMPAIGN:	Bonnie Henry Good Times Guide to Partying	STANDING OFFER	SO-GCPE029
CAMPAIGN DATE:	July 31 - Sept 8, 2020	APO:	A4264
AD HEADING:	Various	CPA:	
AD SIZE:	Various	VERSION:	3
TARGET AUDIENCE:	BC 18 - 30	MEDIA BUYER:	Josh Tebbutt
REVISION COMMENT:			

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				esl.		est.	
Facebook/Instagram		July 31 - Sept 8, 2020	Story	$12.00	4	1,275,000	$15,300
Facebook/Instagram		Aug 26 - Sept 8, 2020	Animated Newsfeed	$12.00	3	625,000	$7,500
Snapchat		July 31 - Sept 8, 2020	TopSnap	$7.00	4	1,142,857	$8,000
DailyHive - Content Promotion		July 31 - Sept 8, 2020	Stories Takeover + IG Post	NA	4	NA	$4,500
5.8% Service Fee for Media Purchased (based on net media spend)							$2,047.40
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$1,059.00

TOTAL COST: $38,406.40

Approved by Ministry Expense Authority: Dawn Stewart — Date: 2020-08-26

Approved by GCPE HQ: Kathryn LeSueur — Date: 2020-08-26

STANDING OFFER

Advertising Placement Order

APO# (Assigned by GCPE):

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.finance.billing@gov.bc.ca

BILLING TO: *Ministry Branch Mailing Address*

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	13-Aug-20
CAMPAIGN NAME:	Back to School	**CPC:**	531219-21-GCPE31
FLIGHT DATES:	Monday August 24 - Sunday September 20 (4 weeks)	**APO #:**	A4270
MEDIUM:	Radio	**VERSION:**	2
UNIT:	30's	**MEDIA BUYE**	Brittany Dame
TARGET AUDIENCE:	A25-54	**CONTRACT:**	C21GCPE001
CREATIVE DEADLINE:	Thursday prior to Monday live date		

SECTION 1 - AD COSTING

					2020-08-24		1	2020-08-31		1	2020-09-07		1	2020-09-14		1						
				TOTAL	Week 1			Week 2			Week 3			Week 4			F1	F2	F3	F4	TOTAL	
MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	TOT GRP / Occ	TOT GRP / Occ	TOT GRP / Occ	TOT GRP / Occ	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER																						
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR	2020-08-24	175	1	2020-08-31	175	1	2020-09-07	175	1	2020-09-14	175	1	175	175	175	175	700	NR
SURREY	CISFFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CHILLIWACK	CHWK FM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CHILLIWACK	CKSRFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
ABBOTSFORD	CKQCFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
SQUAMISH / WHISTLER	CISQFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
WHISTLER	CKEE FM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
ISLAND																						
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan		2020-08-24	175	0	2020-08-31	175	1	2020-09-07	175	1	2020-09-14	175	1	175	175	175	175	700	
TOFINO	CHMZFM -		6a - 12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
UCLUELET	CIMMFM		6a - 12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
COURTENAY/COMOX	CKKC		6a - 12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
ISLAND					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
NANAIMO	CHWFFM	Rock	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
NANAIMO	CKWVFM	Hot AC	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot Ad	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
COURTENAY/COMOX	CFCPFM	Rock	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
DUNCAN	CJSUFM	Classic Hits	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
POWEL RIVER	CFPWFM	Classic Hits	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
PORT ALBERNI	CJAVFM	Classic Hits & Hot Ad	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
PORT HARDY	CFNIAM	Classic Hits	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a		2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
CENTRAL INTERIOR																						
KELOWNA	CKLZFM	Rock	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
KELOWNA	CKQQFM	Classic Hits	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
KAMLOOPS	CIFMFM	Rock	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
BARRIERE	CHLWFM	Rock	6a-12a		2020-08-24	21	0	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CENTRAL INTERIOR					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
KELOWNA	CHSU	Hot AC			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KELOWNA	CILK	AC			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KELOWNA	CKFR	Newstalk			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KELOWNA	CKKO	Rock			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KAMLOOPS	CKRV	Contemporary Hit			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KAMLOOPS	CJKC	Country			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
KAMLOOPS	CHNL	News Talk			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
VERNON	CICF	Hot AC			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
MERRITT	CKMQ	AC			2020-08-24	0	0	2020-08-31	0	1	2020-09-07	0	1	2020-09-14	0	1	0	0	0	0	0	
SOUTH OKANAGAN NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
PENTICTON	CIGV	Country			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
PENTICTON	CJMG	Hot AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
PENTICTON	CKOR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
SUMMERLAND	CHOR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
OSOYOOS/OLIVER	CJOR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	

MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	Week 1 START DATE	Week 1 WKY GRP/Occ	Week 1 WKS	Week 2 START DATE	Week 2 WKY GRP/Occ	Week 2 WKS	Week 3 START DATE	Week 3 WKY GRP/Occ	Week 3 WKS	Week 4 START DATE	Week 4 WKY GRP/Occ	Week 4 WKS	F1 TOT GRP / Occ	F2 TOT GRP / Occ	F3 TOT GRP / Occ	F4 TOT GRP / Occ	TOTAL GRPs / Occ	TOTAL TOTAL NET
COLUMBIA SHUSWAP NETWORK				NR																		NR
SALMON ARM	CKXR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
REVELSTOKE	CKCR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
GOLDEN	CKGR	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
NORTHERN INTERIOR					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
MACKENZIE	CHMMFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CKI NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
PRINCE GEORGE	CJCIFM	Country	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
PRINCE GEORGE	CIRXFM	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
VANDERHOOF	CIRXFM1	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
QUESNEL	CKCQFM	Country	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
QUESNEL	CFFM2	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
WILLIAMS LAKE	CKWLM	Country	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
100 MILE HOUSE	CKBX	Country	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
NORTH-WEST NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
TERRACE	CJFW	Country			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
TERRACE	CFTK	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
PRINCE RUPERT	CHTK	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
KITIMAT	CKTK	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a		2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
FORT ST. JOHN	CKFUFM				2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
NORTH-EAST NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
DAWSON CR./TUMBLER R.	CJDC	Country			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
FORT ST. JOHN	CKNL	CR/Mainstream Rock			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
FORT ST. JOHN	CHRX	Hot AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
FORT NELSON	CKRX	CR/Mainstream Rock			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
MOUNTAIN FM NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CASTLEGAR	CKQRFM	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
NELSON	CHNVFM	Classic Hits	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
GRAND FORK	CKGFFM	Classic Hits	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
CRESTON	CKCV-FM	Classic Hits	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
EK RADIO NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a		2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
SOUTH-EAST NETWORK					2020-08-24	21	1	2020-08-31	21	1	2020-09-07	21	1	2020-09-14	21	1	21	21	21	21	84	
TRAIL/CASTLEGAR/CRESTON	CJAT	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	
NELSON/TRAIL	CKKC	AC			2020-08-24	0	0	2020-08-31	0	0	2020-09-07	0	0	2020-09-14	0	0	0	0	0	0	0	

TOTAL MEDIA COST	**$299,157.60**

MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	TOTAL	Week 1			Week 2			Week 3			Week 4			F1	F2	F3	F4	TOTAL	
				NET :30 CPP/SPOT	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	START DATE	WKY GRP/Occ	WKS	TOT GRP / Occ	TOT GRP / Occ	TOT GRP / Occ	TOT GRP / Occ	GRPs / Occ	TOTAL NET

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

TOTAL AGENCY FEES $5,250.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COST $304,407.60

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature / Print Name / Kathryn LeSueur
Date: Aug. 13/2020

Approved by Expense Authority (GCPE or Ministry)
Signature / Print Name
Date: Aug 13/20

STOB:
GCPE 67 ☐
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Address
BILLING CONTACT: Dawn Stewart
EMAIL: gcpe.financebilling@gov.bc.ca
STOB 67 BILLING TO:

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	September 28th 2020
CAMPAIGN NAME:	Covid 19 - Phase 3 Print Plan	**CPC#:**	531219-21-GCPE36
MEDIUM:	Print	**APO#:**	**A4285**
FLIGHT DATES:	wc Sep 28 and wc Oct 5,12	**VERSION:**	1 (removed papers)
UNIT:	1/3 page vertical	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH, 8	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Aldergrove Star	28,127	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Chilliwack Progress	13,041	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Cloverdale Reporter	1,840	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Hope Standard	28,521	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Langley Advance Times	30,311	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Maple Ridge/Pitt Meadows News	10,921	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Mission Record	12,750	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
North Delta Reporter	28,414	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Peace Arch News (White Rock)	66,000	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Surrey Now Leader	54,541	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Alberni Valley News	9,392	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Campbell River Mirror	17,134	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
Chemainus Valley Courier	3,663	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Comox Valley Record	21,581	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Ladysmith Chronicle	4,187	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Lake Cowichan Gazette	381	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Nanaimo News Bulletin	31,492	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
North Island Gazette	1,028	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
Parksville Qualicum News	16,492	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Tofino/Ucluelet Westerly News	794	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
Goldstream News Gazette	17,808	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Oak Bay News	6,015	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Peninsula News Review	14,481	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Saanich News	30,687	W,14	6.417	x	10.000	5	x	140.0	700				4C		1	
Victoria News	24,763	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Sooke News Mirror	5,852	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
100 Mile House Free Press	1,358	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Bella Coola Coast Mountain News	228	E/O TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Burns Lake District News	1,089	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Fort St. James Caledonia Courier	405	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Houston Today	602	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Kitimat Northern Sentinel	822	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Prince Rupert Northern View	4,884	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Quesnel Cariboo Observer	1,057	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
Smithers Interior News	2,155	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Terrace Standard	8,759	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Vanderhoof Omineca Express	763	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Stuart Nechako Advertiser (Vanderhoof)	2,913	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Williams Lake Tribune	8,660	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Ashcroft Cache Creek Journal	615	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Barriere North Thompson Journal	1,486	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Castlegar News	6,587	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Clearwater North Thompson Times	580	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Cranbrook Townsman	1,457	TU , 13	6.417	x	10.000	5	x	140.0	700				4C		1	
Creston Valley Advance	2,161	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Fernie Free Press	5,815	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Golden Star	1,400	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Grand Forks Gazette	2,116	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Greenwood Boundary Creek Times	348	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Columbia Valley Pioneer	4,400	TH, 8	6.8	x	10.000	4	x	140.0	560				4C		1	
Kelowna Capital News	33,362	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Keremeos Review	1,300	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Kimberley Bulletin	827	TU, 13	6.417	x	10.000	5	x	140.0	700				4C		1	
Nakusp Arrow Lakes News	421	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Nelson Star	8,754	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Penticton Western News	18,869	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Princeton Similkameen Spotlight	983	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Revelstoke Times Review	1,071	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Rossland News	1,200	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Lakeshore Shuswap Market News	11,971	F,9	6.417	x	10.000	5	x	140.0	700				4C		1	
Salmon Arm Observer	2,119	W, 7	6.417	x	10.000	5	x	140.0	700				4C		1	
Sicamous Eagle Valley News	428	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Summerland Review	1,750	TH ,8	6.417	x	10.000	5	x	140.0	700				4C		1	

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Trail Daily Times	2,366	TU/TH, 13	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	1	NR
Vernon Morning Star	27,310	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
West Kelowna News	9,253	W, 14	6.417	x	10.000	5	x	140.0	700				4C		1	
West Kootenay Advertiser	18,364	TH, 8	6.417	x	10.000	5	x	140.0	700				4C		1	
Winfield Lake Country Calendar	4,200	TH, 15	6.417	x	10.000	5	x	140.0	700				4C		1	
Sunshine Coast - The Local	10,730	TH, 8	6.75	x	10.000	4	x	140.0	560				4C		1	
Gulf Islands Driftwood	2,516	W, 14	7.15	x	10.000	7	x	140.0	980				4C		1	
Kamloops This Week	30,417	W, 7	4.33	x	10.000	3	x	140	420				4C		1	
Merritt Herald	5,300	TH, 15	4.33	x	10.000	3	x	140	420				4C		1	
Times Chronicle - Oliver & Osoyoos	2,000	W, 7	5.08	x	10.000	3	x	140	420				4C		1	
Burnaby Now	44,165	TH, 15	6.528	x	10.000	4	x	140	560				4C		1	
New Westminster Record	16,946	TH, 8	6.528	x	10.000	4	x	140	560				4C		1	
Tri City News	52,000	TH, 15	6.528	x	10.000	4	x	140	560				4C		1	
Delta Optimist	17,000	TH, 8	6.528	x	10.000	4	x	140	560				4C		1	
North Shore News	60,000	W, 7	6.528	x	10.000	4	x	140	560				4C		1	
Richmond News	46,464	TH, 8	6.528	x	10.000	4	x	140	560				4C		1	
Vancouver is Awesome	111,200	TH, 15	6.528	x	10.000	4	x	140	560				4C		1	
Bowen Island Undercurrent	1,150	TH, 8	6.528	x	10.000	4	x	140	560				4C		1	
Bridge River Lillooet News	1,200	W, 14	6.777	x	10.000	4	x	140	560				4C		1	
Coast Reporter - Sunshine Coast	11,670	F,9	6.44	x	10.000	4	x	140	560				4C		1	
Peak Midweek	6,800	W,14	6.778	x	10.000	4	x	140	560				4C		1	
Powell River Peak	3,000	F, 9	6.778	x	10.000	4	x	140	560				4C		1	
Squamish Chief	8,000	TH, 15	6.5	x	10.000	4	x	140	560				4C		1	
Pique Newsmagazine	12,500	TH, 8	6.8	x	9.330	3	x	131	393				4C		1	
Kelowna Daily Courier	8,275	TH,9 15	6.222	x	10.000	6	x	140	840				4C		2	
Westside Weekly	11,523	W, 7	6.222	x	10.000	6	x	140	840				4C		1	
Lumby Valley Times	2,200	F, 16	6.8	x	10.000	4	x	140	560				4C		1	
Northern Horizon	16,500	E/O Friday, 16	6.247	x	10.000	4	x	140	560				4C		1	
Okanagan Advertiser	5,000	TH, 15	7.342	x	10.000	5	x	140	700				4C		1	
Okanagan Weekend	13,471	SA, 3 10	6.222	x	10.000	6	x	140	840				4C		1	
Peachland View	3,200	F, 16	6.83	x	10.000	4	x	140	560				4C		1	
Penticton Herald	4,555	T-F, 9 16	6.222	x	10.000	6	x	140	840				4C		2	
Gabriola Sounder	2,800	W, 14	6.7	x	10.000	4	x	140	560				4C		1	
Victoria Times Colonist (Subscribers)	40,028	T-Sun, 8, 15	6.267	x	10.000	6	x	140	840				4C		2	
Dawson Creek Mirror	9,385	TH, 8	5.6133	x	10.000	6	x	140	840				4C		1	
Fort Nelson News	2,300	W, 14	7.686	x	10.000	6	x	140	840				4C		1	
Fort St. John Alaska Highway News - TMC	10,391	TH, 8	6.847	x	10.000	7	x	140	980				4C		1	
Prince George Citizen (MODULAR SIZES)	17,500	TH, 15	4.854	x	12.000	3	x	168	504				4C		1	
Rocky Mountain Valley Goat	750	TH, 8	6.778	x	10.000	4	x	140	560				4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	M-SA, 3, 10	6.144	x	8.000	6	x	112	672				4C		2	
The Province (Fixed MOD Sizes)	88,100	M-F / SU, 4, 11	6.144	x	8.000	6	x	112	672				4C		2	
														TOTAL NET COST		$119,494.23

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$5,250.00
		TOTAL ADVERTISING COSTS	$124,744.23

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date:** 2020-09-29

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb **Date:** 2020-09-29

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**September 30, 2020**
CAMPAIGN:	**COVID-19 Phase 3 - October 2020**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**September 30 - October 15, 2020**	**APO:**	**A4286**
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**3**
TARGET AUDIENCE:	**BC, High Risk Symptom**	**MEDIA BUYER:**	**Josh Tebbutt**

REVISION COMMENT:

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
YouTube		Sept 30 - Oct 13, 2020	TrueView 15s	$7.00	2	2,857	$20,000
YouTube - High Risk Symptoms		Sept 30 - Oct 13, 2020	TrueView 15s	$15.00	2	667	$10,000
Canadian Marketplace News Content (DV360)		Oct 2 - 15, 2020	Pre-Roll 15s	$8.00	2	2,500	$20,000
OpenExchange - High Risk Symptoms (DV360)		Oct 2 - 15, 2020	Pre-Roll 15s	$7.00	2	2,143	$15,000
Google Search		Sept 30 - Oct 13, 2020	Text Ads	$15.00	2	33	$500
5.8% Service Fee for Media Purchased (based on net media spend)							$3,799.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$1,965.00
Adserving							$87.50
AdOps		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$600.00

TOTAL COST: **$71,951.50**

Approved by Ministry Expense Authority: _____ **Date:** **2020-09-30**
Nammi Poorooshasb

Approved by GCPE HQ: _____ **Date:** **2020-09-30**
Kathryn LeSueur

STANDING OFFER **Advertising Placement Order**	**APO# (Assigned by GCPE):**	**Campaign Name:**

STOB/PROJECT INFORMATION:	**BILLING CONTACT:**	**BILLING TO:** ***Ministry Branch Mailing Address***
STOB: GCPE 67 X Ministry 67 ____ 68 ____	Name:	
CPA/Project No.	Email: gcpe.financebilling@gov.bc.ca	

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	**BC Government**	**DATE:**	**October 6, 2020**
CAMPAIGN:	**COVID-19 Phase 3 Fall 2020**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**October 6 - 25, 2020**	**APO:**	**A4287**
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**2**
TARGET AUDIENCE:	**BC, High Risk Symptom**	**MEDIA BUYER:**	**Josh Tebbutt**
REVISION COMMENT:	***+ YouTube***		

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
Facebook/Instagram		Oct 6 - 25, 2020	Newsfeed - Static	$8.00	3	2,125	$17,000
Facebook/Instagram		Oct 6 - 25, 2020	Newsfeed/Stories - Video	$10.00	3	1,000	$10,000
Snapchat		Oct 6 - 25, 2020	TopSnap	$5.00	3	1,000	$5,000
YouTube		Oct 6 - 25, 2020	Bumper 6s	$8.00	3	2,250	$18,000
5.8% Service Fee for Media Purchased (based on net media spend)							$2,900.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$1,500.00

TOTAL COST: **$54,400.00**

Approved by Ministry Expense Authority: _____ **Date:** **2020-10-05**
Nammi Poorooshasb

Approved by GCPE HQ: _____ **Date:** **2020-10-05**
Kathryn LeSueur

STANDING OFFER
Advertising Placement Order

APO# (Assigned by GCPE):

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: **GCPE 67 X** Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	October 7, 2020
CAMPAIGN:	COVID-19 Thanksgiving 2020	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	October 8 - 12, 2020	**APO:**	A4288
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	1
TARGET AUDIENCE:	BC 30+	**MEDIA BUYER:**	Josh Tebbutt

REVISION COMMENT:

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
FB/IG		Oct 8 - 12, 2020	Newsfeed/Stories	$7.00	0.5	919	$6,433
5.8% Service Fee for Media Purchased (based on net media spend)							$373.11
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$192.99

TOTAL COST: **$6,999.10**

Approved by Ministry Expense Authority: _____ **Date:** **2020-10-07**
Nammi Poorooshasb

Approved by GCPE HQ: _____ **Date:** **2020-10-07**
Kathryn LeSueur

STANDING OFFER
Advertising Placement Order

APO# (Assigned by GCPE):

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: GCPE 67 X Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	2020-10-08
CAMPAIGN NAME:	Covid 19 - Phase 3 In-Language Print	**CPC#:**	531219-21-GCPE42
MEDIUM:	Print	**APO#:**	A4289
FLIGHT DATES:	w/o October 12 (3 weeks)	**VERSION:**	Original
UNIT:	Full Page	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circulation	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Punjabi Link	25,000	SA	10.000	x	14.000		x		0				4C	NR	3	NR
Punjabi Guardian	22,000	FR	10.250	x	14.750		x		0				4C		3	
Punjabi Star	25,000	SA	10.000	x	14.500		x		0				4C		3	
Punjabi Tribune	22,000	FR	10.25	x	13.500		x		0				4C		3	
Punjabi Journal	22,000	FR	10.000	x	13.000		x		0				4C		3	
Indo-Canadian Awaaz	23,500	FR	10.250	x	14.250		x		0				4C		3	
Ming Pao Daily	55,000	SU	8.268	x	13.622		x		0				4C		3	
Sing Tao Daily	45,000	SA	8.661	x	14.173		x		0				4C		3	
DAWA Business Press	N/A	SA	8.661	x	13.386		x		0				4C		3	
Rise Weekly	25,000	FR	10.984	x	14.016		x		0				4C		3	
Canadian City Post	25,000	FR	9.646	x	12.598		x		0				4C		3	
Canadian City Express	N/A	FR	10.079	x	10.945		x		0				4C		3	
														TOTAL NET COST		**$43,919.25**

Publication	Circulation	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$2,835.00**
	TOTAL ADVERTISING COSTS		**$46,754.25**

REVISIONS: this estim[illegible]ws for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or r[illegible]an two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-10-08

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2020-10-08
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	DATE:	06-Jan-21
CAMPAIGN NAME:	Covid 19 - Phase 3 - Halloween - Print	CPC#:	531219-21-GCPE43
MEDIUM:	Print	APC#:	A4292
FLIGHT DATES:	w/o Oct 19 & Oct 26	VERSION:	Revision 2
UNIT:	1/3 page vertical	MEDIA BUYER:	Jordan Sykes
REVISION COMMENT:	Georgia Straight updated	CONTRACT:	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (In) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total		Total
Cranbrook Townsman	1,457	TU, 27	6.417	x	10.000	5	x	140	700	NR			4C	NR	1	NR	
Surrey Now Leader	54,541	TH, 29	5.110		8.000	4		112	448				4C		1		
Abbotsford News	33,533	TH, 29	5.110		8.000	4		112	448				4C		1		
Kelowna Daily Courier	8,275	TH, 29	6.222	x	10.000	6	x	140	840				4C		1		
Victoria Times Colonist (Subscribers)	40,028	SA + TH, 24 29	6.267	x	10.000	6	x	140	840				4C		2		
Burnaby Now	44,165	TH, 29	3.181		12.000	2		168	336				4C		1		
Georgia Straight	13,000	TH, 29	4.500	x	9.670	2	x	135	271				4C		1		
Vancouver Sun (Fixed MOD Sizes)	114,452	SA + TH, 24 29	5.095	x	13.643	6	x	191	1,146				4C		2		
The Province (Fixed MOD Sizes)	88,100	SU + TH, 25 29	5.095	x	7.570	6	x	106	636				4C		2		
														TOTAL NET COST			$26,951.00

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,260.00
		TOTAL ADVERTISING COSTS	$28,211.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2021-01-06

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Dawn Stewart

Date: 2021-01-06

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
STOB:				STOB 68 BILLING TO:				Ministry Branch Mailing Address				
GCPE 67	☑			BILLING CONTACT:								
MINISTRY 67	☐			EMAIL:								
MINISTRY 68	☐			STOB 67 BILLING TO:				gcpe.financebilling@gov.bc.ca				
Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.												

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	29-Sep-20
CAMPAIGN NAME:	Covid-19 Phase 3	**CPC #**	531219-21-GCPE40
MEDIUM:	Television - ENG	**APO #:**	A4293
FLIGHT DATES:	Wed Sept 30 - Thurs Oct 15	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: **Media planning, buying , ongoing buy maintence and reconcilliation.**

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin.			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$2,415.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER $221,672.18

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: K. LeSu
Signature/Print Name: Kathryn LeSueur — **Date:** 2020-09-30

Approved by Expense Authority (GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb — **Date:** 2020-09-30

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	29-Sep-20
CAMPAIGN NAME:	Covid-19 Phase 3	**CPC #**	531219-21-GCPE40
MEDIUM:	Television - ENG	**APO #:**	A4293
FLIGHT DATES:	Wed Sept 30 - Thurs Oct 15	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Wed Sept 30 - Thurs Oct 15	NR	130	NR	2	NR
Kelowna	CHBC, CHANKELG	Wed Sept 30 - Thurs Oct 15		90		2	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Wed Sept 30 - Thurs Oct 15		76		2	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Wed Sept 30 - Thurs Oct 15		79		2	
Dawson Creek	CJDC, CHAN-DAC	Wed Sept 30 - Thurs Oct 15		59		2	
Kootenays	CHANKOOG	Wed Sept 30 - Thurs Oct 15		70		2	
						Total Ad Cost	**$219,257.18**

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	21-Oct-20
CAMPAIGN NAME:	Covid 19 - Phase 3 - Halloween - In-Language Print	**CPC#:**	531219-21-GCPE45
MEDIUM:	Print	**APO#:**	**A4296**
FLIGHT DATES:	w/o Oct 19 & Oct 26	**VERSION:**	Original
UNIT:	1/3 page vertical	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
INDO-CANADIAN VOICE	N/A	SA, 31	6.417	x	7.000	3	x	56	168	FLAT	NR		4C	NR	1	NR
ASIAN STAR	N/A	SA, 24	6.417	x	7.000	3	x	56	168	FLAT			4C		1	
SOUTH ASIAN POST	N/A	TH, 29	6.417	x	7.000	3	x	56	168	FLAT			4C		1	
ASIAN JOURNAL	N/A	FR, 30	6.417	x	7.000	3	x	56	168	FLAT			4C		1	
INDO-CANADIAN, THE LINK	N/A	SA, 31	6.417	x	7.000	3	x	56	168	FLAT			4C		1	
														TOTAL NET COST		**$4,267.35**

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$840.00**
		TOTAL ADVERTISING COSTS	**$5,107.35**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date:** 2020-10-21

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb **Date:** 2020-10-21

STOB:

GCPE 67	☑	**STOB 68 BILLING TO:**	**Ministry Branch Mailing Address**
MINISTRY 67	☐	**BILLING CONTACT:**	
MINISTRY 68	☐	**EMAIL:**	
		STOB 67 BILLING TO:	**gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344
2020 ONLINE COSTING ESTIMATE

CLIENT:	BC Government	**DATE:**	October 23, 2020
CAMPAIGN:	COVID-19 Phase 3 Halloween	**STANDING OFFER**	SO-GCPE029
CAMPAIGN DATE:	October 25-31, 2020	**APO:**	A4297
AD HEADING:	Various	**CPA:**	
AD SIZE:	Various	**VERSION:**	1
TARGET AUDIENCE:	BC	**MEDIA BUYER:**	Josh Tebbutt

REVISION COMMENT:

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
FB/IG - LM		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	857	$6,000
FB/IG - All BC		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	857	$6,000
Snapchat		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	357	$2,500
TikTok		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	571	$4,000
YouTube - All BC		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	1,429	$10,000
YouTube - LM		October 25 - 31, 2020	Newsfeed/Stories	$7.00	1	714	$5,000
5.8% Service Fee for Media Purchased (based on net media spend)							$1,943.00
3.0% Service Fee for Optimization and Reporting (based on net media spend)		frequency: ongoing optimization and reporting on digital performance every 2 weeks					$1,005.00

TOTAL COST: **$36,448.00**

Approved by Ministry Expense Authority: _____ **Nammi Poorooshasb** **Date:** 2020-10-23

Approved by GCPE HQ: _____ **Kathryn LeSueur** **Date:** 2020-10-23

STANDING OFFER **Advertising Placement Order**	**APO# (Assigned by GCPE):**	**Campaign Name:**
STOB/PROJECT INFORMATION:	**BILLING CONTACT:**	**BILLING TO:** ***Ministry Branch Mailing Address***
STOB: GCPE 67 X Ministry 67 ____ 68 ____	Name:	
CPA/Project No.	Email: gcpe.financebilling@gov.bc.ca	

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	2020-11-05
CAMPAIGN NAME:	Covid 19 - Phase 3 In-Language Print Nov 6-15	**CPC#:**	531219-21-GCPE51
MEDIUM:	Print	**APO#:**	A4301
FLIGHT DATES:	w/c November 2	**VERSION:**	V1 (added in Sach Di Awaaz)
UNIT:	Full Page / Junior Page	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Language	Circulation	Submission Deadline	Ins Date	Ad Size (Width x Height)			Ad Size (Col.)		TO	Lin	Sp	Ful	COLOUR	NET COST PER INS	Total		Total
Indo-Canadian Awaaz - Full Page	Punjabi	23,000		FR	10.25"	x	14.25"		x					4C	NR	2		NR
The Punjab Link - Full Page	Punjabi	25,000		SA	10"	x	14"		x					4C		2		
The Punjab Guardian - Full Page	Punjabi	20,000		FR	10.25"	x	14.75"		x					4C		2		
Punjabi Journal - Full Page	Punjabi	25,000		FR	10"	x	13"		x					4C		2		
Punjabi Star - Full Page	Punjabi	25,000		SA	10"	x	14.5"		x					4C		2		
Canadian Punjab Times - Full Page	Punjabi	25,000		SA	10"	x	15"		x					4C		2		
Sach Di Awaaz - Full Page	Punjabi	N/A		FR	10.38"	x	15.15"		x					4C		2		
Asian Star - Full Page	English	28,000		SA	10"	x	14.5"		x					4C		2		
Indo Canadian Voice - Full Page	English	25,000		SA	10.25"	x	14.25"		x					4C		2		
The Link - Full Page	English	25,000		SA	10"	x	14"		x					4C		2		
Asian Journal - Full Page	English	25,000		FR	10"	x	13"		x					4C		2		
Ming Pao Daily - Junior Page	Traditional Chinese	55,000		SUN	8.268"	x	13.622"		x					4C		2		
Sing Tao Daily - Junior Page	Traditional Chinese	45,000		SA	8.661"	x	14.173"		x					4C		2		
DAWA Business Press	Traditional Chinese	N/A		SA	8.661"	x	13.386"		x					4C		2		
Rise Weekly - Full Page	Simplified Chinese	25,000		FR	10.984"	x	14.016"		x					4C		2		
Canadian City Post - Full Page	Simplified Chinese	25,000		FR	8.661"	x	13.386"		x					4C		2		
Canadian City Express - Full Page	Simplified Chinese	N/A		FR	9.646"	x	12.598"		x					4C		2		
West Canada Weekly - Full Page	Simplified Chinese	12,000		SA	10.04"	x	12.6"		x					4C		2		
																TOTAL NET COST		$42,259.26

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$2,047.50
		TOTAL ADVERTISING COSTS	$44,306.76

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur — Date: 2020-11-05

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb — Date: 2020-11-05

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Nov. 2, 2020
CAMPAIGN NAME:	Covid-19 Phase 3 - w/o Nov. 2	**CPC #:**	531219-21-GCPE47
MEDIUM:	Print	**APO #:**	A4302
FLIGHT DATES:	w/o Nov. 2, 2020	**VERSION:**	V3 (Added in Times Colonist)
UNIT:	1/3 Page Vertical	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1: AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH, 5	5.111	x	8.000	4	x	112	448	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Aldergrove Star	28,127	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Chilliwack Progress	13,041	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Cloverdale Reporter	1,840	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Hope Standard	28,521	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Langley Advance Times	30,311	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Maple Ridge/Pitt Meadows News	10,921	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Mission Record	12,750	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
North Delta Reporter	28,414	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Peace Arch News (White Rock)	66,000	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Surrey Now Leader	54,541	TH, 5	5.111	x	8.000	4	x	112	448				4C		1	
Burnaby Now	44,165	TH, 5	4.854	x	8.000	3	x	112	336				4C		1	
New Westminster Record	16,946	TH, 5	4.854	x	8.000	3	x	112	336				4C		1	
Tri City News	52,000	TH, 5	4.854	x	8.000	3	x	112	336				4C		1	
Delta Optimist	17,000	TH, 5	4.854	x	8.000	3	x	112	336				4C		1	
Kelowna Daily Courier	8,275	T-F, 5	5.167	x	13.286	5	x	186	930				4C		1	
Victoria Times Colonist (Subscribers)	40,028	T-SUN, 5	6.267	x	12.071	6	x	169	1,014				4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	M-SA, 5	5.095	x	13.643	5	x	191	955				4C		1	
The Province (Fixed MOD Sizes)	88,100	M-F / SU, 5	5.095	x	7.571	5	x	106	530				4C		1	
														TOTAL NET COST		$23,426.48

Publication	Circ	Ins Date	Ad Size (in) (Width x Hight)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,680.00
		TOTAL ADVERTISING COSTS	$25,196.48

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2020-11-02

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2020-11-02

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	DATE:	November 1, 2020
CAMPAIGN NAME:	Covid-19 (Phase 3) Radio	CPC #	531219-21-GCPE50
MEDIUM:	In-Language Radio	APO #:	A4303
FLIGHT DATES:	November 6- Dec 3 , 2020	VERSION:	V2 (formula update, date
TARGET AUDIENCE:	A25-60	MEDIA BUYER:	Stefani Kovacevic
UNIT:	:30's	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

MARKETS	RECOMMENDED STATIONS	Flight Dates	Net :30 CPP/SPOT	Weight GRP's / Ocen	COST / WEEK	# of Weeks	Total Net Radio
			NR				
CHINESE					NR		NR
	CHMB (Cantonese, Mandarin) - AM1320						
	Cantonese - MO-SA / 6A-7P	Fr Nov 6 - Th Nov 12		72		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					
	Mandarin - MO-SA / 7P-12A	Fr Nov 6 - Th Nov 12		72		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					
CHINESE	CJVB (Cantonese) - AM1470						
	Cantonese - MO-SA / 6A-12A	Fr Nov 6 - Th Nov 12		72		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					
CHINESE	CHKGFM (Mandarin) - FM 96.1						
	Mandarin - MO-SUN / 3P-12A	Fr Nov 6 - Th Nov 12		72		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					
						CHINESE TOTAL:	$15,351.00
SOUTH ASIAN	SPICE AM1200						NR
	MON - SAT BREAKFAST / 6A-10A	Fr Nov 6 - Th Nov 12		48		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					
	MON - SAT AFTERNOON DRIVE / 3P-7P	Fr Nov 6 - Th Nov 12		48		4	
		Fr Nov 13 - Th Nov 19					
		Fr Nov 20 - Th Nov 26					
		Fr Nov 27 - Th Dec 3					

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	DATE:	November 1, 2020
CAMPAIGN NAME:	Covid-19 (Phase 3) Radio	CPC #	531219-21-GCPE50
MEDIUM:	In-Language Radio	APO #:	A4303
FLIGHT DATES:	November 6- Dec 3 , 2020	VERSION:	V2 (formula update, date
TARGET AUDIENCE:	A25-60	MEDIA BUYER:	Stefani Kovacevic
UNIT:	:30's	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SOUTH ASIAN	RED FM (CKYE)		NR		NR	NR
	MON - SUN BREAKFAST / 7A-11A	Fr Nov 6 - Th Nov 12		56	4	
		Fr Nov 13 - Th Nov 19				
		Fr Nov 20 - Th Nov 26				
		Fr Nov 27 - Th Dec 3				
	MON - SUN AFTERNOON DRIVE / 2P-6P	Fr Nov 6 - Th Nov 12		56	4	
		Fr Nov 13 - Th Nov 19				
		Fr Nov 20 - Th Nov 26				
		Fr Nov 27 - Th Dec 3				
SOUTH ASIAN	CJCN FM - Connect FM91.5					
	MON - SUN BREAKFAST / 7A-10A	Fr Nov 6 - Th Nov 12		56	4	
		Fr Nov 13 - Th Nov 19				
		Fr Nov 20 - Th Nov 26				
		Fr Nov 27 - Th Dec 3				
	MON - SUN AFTERNOON DRIVE / 3P-6P	Fr Nov 6 - Th Nov 12		56	4	
		Fr Nov 13 - Th Nov 19				
		Fr Nov 20 - Th Nov 26				
		Fr Nov 27 - Th Dec 3				
SOUTH ASIAN	Sher-e-Punjab AM600					
	MON - SUN ROTATIONAL / 6A-12A	Fr Nov 6 - Th Nov 12		56	4	
		Fr Nov 13 - Th Nov 19				
		Fr Nov 20 - Th Nov 26				
		Fr Nov 27 - Th Dec 3				

PUNJABI TOTAL:	$23,314.40
TOTAL NET RADIO:	$38,665.40
TOTAL MEDIA COST (NET$):	$38,665.40

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	DATE:	November 1, 2020
CAMPAIGN NAME:	Covid-19 (Phase 3) Radio	CPC #	531219-21-GCPE50
MEDIUM:	In-Language Radio	APO #:	A4303
FLIGHT DATES:	November 6- Dec 3 , 2020	VERSION:	V2 (formula update, date
TARGET AUDIENCE:	A25-60	MEDIA BUYER:	Stefani Kovacevic
UNIT:	:30's	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $1,417.50

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision

TOTAL AD PLACEMENT ORDER $40,082.90

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur Date: 2020-11-02

Approved by Expense Authority (GCPE or Ministry)

Signature/Print Name: Nammi Pourooshasb Date: 2020-11-02

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Mailing Address*
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Nov. 19, 2020
CAMPAIGN NAME:	Phase 3 - Covid-19	**CPC #**	531219-21-GCPE41
MEDIUM:	Television - ENG	**APO #:**	**A4306**
FLIGHT DATES:	Thurs Nov 26 - Sun Dec 20, 2020 (4 weeks)	**VERSION:**	V3 (Changed dates for additional 2 weeks)
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Thurs Nov 26 - Sun Dec. 20	NR	78	NR	**4**	NR
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Thurs Nov 26 - Sun Dec. 13		97		**2**	
Kelowna	CHBC, CHANKELG	Thurs Nov 26 - Sun Dec. 20		40		**4**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Thurs Nov 26 - Sun Dec. 20		59		**4**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Thurs Nov 26 - Sun Dec. 20		75		**4**	
Dawson Creek	CJDC, CHAN-DAC	Thurs Nov 26 - Sun Dec. 20		45		**4**	
Kootenays	CHANKOOG	Thurs Nov 26 - Sun Dec. 20		30		**4**	
						Total Ad Cost	**$346,834.43**

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Nov. 19, 2020
CAMPAIGN NAME:	Phase 3 - Covid-19	**CPC #**	531219-21-GCPE41
MEDIUM:	Television - ENG	**APO #:**	**A4306**
FLIGHT DATES:	Thurs Nov 26 - Sun Dec 20, 2020 (4 weeks)	**VERSION:**	V3 (Changed dates for additional 2 weeks)
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,570.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$350,404.43**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-11-19

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2020-11-19

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	2020-11-10
CAMPAIGN NAME:	Covid-19 Phase 3 w/o Nov. 9 & 16	**CPC #:**	531219-21-GCPE55
MEDIUM:	Print	**APO #:**	**A4308**
FLIGHT DATES:	w/o Nov. 9 & 16	**VERSION:**	Revision 2
UNIT:	1/3 Page Vertical	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:	4 publications added	**CONTRACT #:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH, 12 & 19	5.111	x	8.000	4	x	112	448	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	TH, 19	5.111	x	8.000	4	x	112	448				4C		1	
Aldergrove Star	28,127	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Chilliwack Progress	13,041	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Cloverdale Reporter	1,840	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Hope Standard	28,521	TH, 19	5.111	x	8.000	4	x	112	448				4C		1	
Langley Advance Times	30,311	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Maple Ridge/Pitt Meadows News	10,921	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Mission Record	12,750	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
North Delta Reporter	28,414	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Peace Arch News (White Rock)	66,000	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Surrey Now Leader	54,541	TH, 12 & 19	5.111	x	8.000	4	x	112	448				4C		2	
Burnaby Now	44,165	TH, 12 & 19	4.854	x	8.000	3	x	112	336				4C		2	
New Westminster Record	16,946	TH, 12 & 19	4.854	x	8.000	3	x	112	336				4C		2	
Tri City News	52,000	TH, 12 & 19	4.854	x	8.000	3	x	112	336				4C		2	
Delta Optimist	17,000	TH, 12 & 19	4.854	x	8.000	3	x	112	336				4C		2	
North Shore News	60,000	W, 18	4.854	x	8.000	3	x	112	336				4C		1	
Richmond News	46,464	TH, 12 & 19	4.854	x	8.000	3	x	112	336				4C		2	
Squamish Chief	8,000	TH, 19	4.854	x	8.000	3	x	112	336				4C		1	
Coast Reporter	11,670	F, 20	4.79	x	8.000	3	x	112	336				4C		1	
Peak Midweek	6,800	W, 18	5.042	x	8.000	3	x	112	336				4C		1	
Powell River Peak	3,000	F,13 & 20	5.042	x	8.000	3	x	112	336				4C		2	
Pique Newsmagazine	12,500	TH, 19	6.8	x	9.330	3	x	131	393				4C		1	
														TOTAL NET COST		**$28,242.30**

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$1,680.00**
	TOTAL ADVERTISING COSTS		**$29,922.30**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-11-10

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2020-11-10
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:

- **GCPE 67** ☑
- **MINISTRY 67** ☐
- **MINISTRY 68** ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT: Dawn Stewart
EMAIL: dawn.stewart@gov.bc.ca
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	12-Nov-20
CAMPAIGN NAME:	C19 "New Rules"	**CPC:**	531219-21-GCPE55
FLIGHT DATES:	Monday Nov 16th - Sunday Dec 13th (4x weeks)	**APO #:**	A4312
MEDIUM:	Radio	**VERSION:**	1
UNIT:	30's	**MEDIA BUYER:**	Stefani Kovacevic
TARGET AUDIENCE:	A25-54	**CONTRACT:**	C21GCPE001
CREATIVE DEADLINE:	Friday prior to Monday start date		

SECTION 1 - AD COSTING

						2020-11-16		1	2020-11-23		1	2020-11-30		1	2020-12-07		1										
				TOTAL	Week 1				Week 2			Week 3			Week 4			F1		F2		F3		F4	TOTAL		
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET 30 GRP/SPOT	START DATE	WKY GRP/Dec	WKS	START DATE	WKY GRP/Dec	WKS	START DATE	WKY GRP/Dec	WKS	START DATE	WKY GRP/Dec	WKS	TOT GRP / Dec	TOT GRP / Dec	TOT GRP / Dec	TOT GRP / Dec	TOT GRP / Dec	TOT GRP / Dec	TOT GRP / Dec	GRP / Dec		(TOTAL NET)
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJIRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR	2020-11-16	200	1	2020-11-23	200	1	2020-11-30	200	1	2020-12-07	200	1	200	200	200	200				800		NR
SURREY	CISFFM				2020-11-16	42	1	2020-11-23	42	1	2020-11-30	42	1	2020-12-07	42	1	42	42	42	42				168		
CHILLIWACK	CHWK FM				2020-11-16	28	1	2020-11-23	28	1	2020-11-30	28	1	2020-12-07	28	1	28	28	28	28				112		
CHILLIWACK	CKSRFM				2020-11-16	28	1	2020-11-23	28	1	2020-11-30	28	1	2020-12-07	28	1	28	28	28	28				112		
ABBOTSFORD	CKQCFM				2020-11-16	28	1	2020-11-23	28	1	2020-11-30	28	1	2020-12-07	28	1	28	28	28	28				112		
SQUAMISH / WHISTLER	CISQFM				2020-11-16	25	1	2020-11-23	25	1	2020-11-30	25	1	2020-12-07	25	1	25	25	25	25				100		
WHISTLER	CKEE FM				2020-11-16	25	1	2020-11-23	25	1	2020-11-30	25	1	2020-12-07	25	1	25	25	25	25				100		

TOTAL MEDIA COST $166,339.36

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying a radio campaign, including buy maintenance, reconciliation and creative trafficking.
Adding in 10% to the total media cost as this is a short turnaround buy and we are estimating rate increases.

CLIENT SERVICE	HOURS	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,570.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work. Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS $169,909.36

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature / Print Name / Kathryn LeSueur
Date: Nov. 12/ 2020

Approved by Expense Authority (GCPE or Ministry)
Signature / Nammi Poorooshasb
Date: Nov. 12/ 2020

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO:
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO:

Ministry Branch Address
gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	2020-11-20
CAMPAIGN NAME:	Covid Phase 3 - New Rules	**CPC #:**	531219-21-GCPE58
MEDIUM:	In-Language Print	**APO #:**	**A4314**
FLIGHT DATES:	w/o Nov. 23 & 30	**VERSION:**	Revision 1
UNIT:	Junior + Full Page	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Language	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Indo-Canadian Awaaz - Full Page	Punjabi	FR	10.250	x	14.250		x						4C	NR	2	NR
The Punjab Link - Full Page	Punjabi	SA	10.000	x	14.000		x						4C		2	
The Punjab Guardian - Full Page	Punjabi	FR	10.250	x	14.750		x						4C		2	
Punjabi Journal - Full Page	Punjabi	FR	10.000	x	13.000		x						4C		2	
Punjabi Star - Full Page	Punjabi	SA	10.000	x	14.500		x						4C		2	
Canadian Punjab Times - Full Page	Punjabi	SA	10.000	x	15.000		x						4C		2	
Sach Di Awaaz - Full Page	Punjabi	FR	10.380	x	15.150		x						4C		2	
Asian Star - Full Page	English	SA	10.000	x	14.500		x						4C		2	
Indo Canadian Voice - Full Page	English	SA	10.250	x	14.250		x						4C		2	
The Link - Pull Page	English	SA	10.000	x	14.000		x						4C		2	
Asian Journal - Full Page	English	FR	10.000	x	13.000		x						4C		2	
Des Pardes Times - Full Page	English	FR	10.250	x	15.500		x						4C		2	
Ming Pao Daily - Junior Page	Traditional Chinese	SUN	8.268	x	13.622		x						4C		2	
Sing Tao Daily - Junior Page	Traditional Chinese	SA	8.661	x	14.173		x						4C		2	
DAWA Business Press	Traditional Chinese	SA	8.661	x	13.386		x						4C		2	
Rise Weekly - Full Page	Simplified Chinese	FR	10.984	x	14.016		x						4C		2	
Canadian City Post - Full Page	Simplified Chinese	FR	8.661	x	13.386		x						4C		2	
Canadian City Express - Full Page	Simplified Chinese	FR	9.646	x	12.598		x						4C		2	
West Canada Weekly - Full Page	Simplified Chinese	SA	10.040	x	12.800		x						4C		2	
														TOTAL NET COST		**$42,859.26**

Publication	Language	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin	-		
Media Director	-		
Media Planner	-		
Media Buyer	-		
Trafficking	-		
Additional Costs	-		
Subcontractor			
	Total Agency Fees		**$1,260.00**
	TOTAL ADVERTISING COSTS		**$44,119.26**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2020-11-20

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

Date: 2020-11-20

STOB:

- **GCPE 67** ☑
- **MINISTRY 67** ☐
- **MINISTRY 68** ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT: Dawn Stewart
EMAIL: dawn.stewart@gov.bc.ca
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**November 20, 2020**
CAMPAIGN NAME:	**Big Impact - No Gatherings**	**CPC #**	**531219-21-GCPE60**
MEDIUM:	**In-Language TV**	**APO #:**	**A4315**
FLIGHT DATES:	**November 25- December 8, 2020 (2 weeks)**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A18+**	**MEDIA BUYER:**	**Stefani Kovacevic**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 1 - AD COSTING

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
SOUTH ASIAN - PUNJABI							
ATN MOVIES *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8	NR	14	NR	2	NR
ATN - ALPHA PUNJABI *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
ATN - PUNJABI PLUS *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
AAPKA COLOR *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
SANJHA TV *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
Gurkebaani *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
ZEE TV - ALPHA ETC PUNJABI *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
PRIME ASIA *Punjabi*	MO - SU Western Prime Time (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
OMNI TV *Punjabi*	MO-FR 7:30pm-8pm (Punjabi) MO-FR 6pm-10pm (Punjabi)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		10		2	

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
			NR		NR		NR
ATN SONY *Hindi*	MO - SU Western Prime Time (Hindi)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		14		2	
ATN HD *Hindi*	MO - SU Western Prime Time (Hindi)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		14		2	
B4U Movies *Hindi*	MO - SU Western Prime Time (Hindi)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		14		2	
ZEE TV CANADA *Hindi*	MO - SU Western Prime Time (Hindi)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		14		2	
OMNI TV *Hindi*	TH 6am-11pm (Hindi)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		4		2	
					SOUTH ASIAN (PUNJABI & HINDI) TOTAL:		**$ 26,128.00**
CHINESE							
FAIRCHILD TV - SD & HD *Cantonese*	MO - SU Prime 6pm - 11pm	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14	NR	2	NR
LS Times TV *Cantonese*	MO - SU Prime 6pm - 12am	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
OMNI TV *Cantonese*	MO - FR News Prime 8pm - 11pm (Cantonese)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		10		2	
OMNI TV *Mandarin*	MO - FR News Prime 9pm - 10:30pm (Mandarin)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		10		2	
TALENTVISION TV *Mandarin*	MO - SU Prime 6pm - 11pm (Mandarin)	WE Nov 25 - TU Dec 1 WE Dec 2 - TU Dec 8		14		2	
					CHINESE (CANTONESE & MANDARIN) TOTAL:		**$ 28,665.40**

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
TAGALOG (FILIPINO)							
OMNI TV *Tagalog*	MO Morning News 9am - 12pm (Tagalog) TH Morning News 6am - 11pm (Tagalog)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9	NR	6	NR	2	NR
				TAGALOG TOTAL:			**$**
KOREAN							
OMNI TV *Korean*	SA Korean Programme 6am - 11pm (Korean) SU Korean Programme 6am - 11pm (Korean)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9	NR	4	NR	2	
	WE Korean Programme 12pm - 7pm (Korean) FRI Korean Programme 12pm - 7pm (Korean)	TH Nov 26 - WE Dec 2 TH Dec 3 - WE Dec 9		4		2	
				KOREAN TOTAL:			**$**
						TOTAL MEDIA COST NET$	**$ 57,853.40**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: **Media planning, buying , ongoing buy maintence and reconcilliation.**

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,150.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER $61,003.40

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date:** 2020-11-23

Approved by Expense Authority (GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb **Date:** 2020-11-23

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	23-Nov
CAMPAIGN NAME:	Covid 19 - Phase 3 New Rules Print / Province Wide	**CPC#:**	531219-21-GCPE57
MEDIUM:	Print	**APO#:**	**A4316**
FLIGHT DATES:	Nov 23 & Nov 30	**VERSION:**	Original
UNIT:	1/3 page vertical	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date (Nov, Dec)	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	26,3	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Aldergrove Star	28,127	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Chilliwack Progress	13,041	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Cloverdale Reporter	1,840	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Hope Standard	28,521	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Langley Advance Times	30,311	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Maple Ridge/Pitt Meadows News	10,921	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Mission Record	12,750	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
North Delta Reporter	28,414	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Peace Arch News (White Rock)	66,000	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Surrey Now Leader	54,541	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Alberni Valley News	9,392	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Campbell River Mirror	17,134	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Chemainus Valley Courier	3,663	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Comox Valley Record	21,581	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Cowichan Valley Citizen (Duncan)	21,195	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Ladysmith Chronicle	4,187	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Lake Cowichan Gazette	381	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Nanaimo News Bulletin	31,492	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
North Island Gazette	1,028	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Parksville Qualicum News	16,492	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Tofino/Ucluelet Westerly News	794	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Goldstream News Gazette	17,808	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Oak Bay News	6,015	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Peninsula News Review	14,481	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Saanich News	30,687	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Victoria News	24,763	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Sooke News Mirror	5,852	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
100 Mile House Free Press	1,358	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Bella Coola Coast Mountain News	228	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Burns Lake District News	1,089	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Fort St. James Caledonia Courier	405	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Houston Today	602	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Kitimat Northern Sentinel	822	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Prince Rupert Northern View	4,884	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Quesnel Cariboo Observer	1,057	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Smithers Interior News	2,155	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Terrace Standard	8,759	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Vanderhoof Omineca Express	763	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Stuart Nechako Advertiser (Vanderhoof)	2,913	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Williams Lake Tribune	8,660	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Ashcroft Cache Creek Journal	615	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Barriere North Thompson Journal	1,486	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Castlegar News	6,587	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Clearwater North Thompson Times	580	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Cranbrook Townsman	1,457	24,1	6.417	x	10.000	5	x	140.0	700				4C		2	
Creston Valley Advance	2,161	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Fernie Free Press	5,815	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Golden Star	1,400	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Grand Forks Gazette	2,116	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Greenwood Boundary Creek Times	348	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Columbia Valley Pioneer	4,400	26,3	6.8	x	10.000	4	x	140.0	560				4C		2	
Kelowna Capital News	33,362	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Keremeos Review	1,300	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Kimberley Bulletin	827	24,1	6.417	x	10.000	5	x	140.0	700				4C		2	
Nakusp Arrow Lakes News	421	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Nelson Star	8,754	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Penticton Western News	18,869	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Princeton Similkameen Spotlight	983	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Revelstoke Times Review	1,071	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Rossland News	1,200	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	

Publication	Circ	Ins Date (Nov, Dec)	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Lakeshore Shuswap Market News	11,971	27,4	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	2	NR
Salmon Arm Observer	2,119	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
Sicamous Eagle Valley News	428	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Summerland Review	1,750	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Trail Daily Times	2,366	24,1	6.417	x	10.000	5	x	140.0	700				4C		2	
Vernon Morning Star	27,310	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
West Kelowna News	9,253	25,2	6.417	x	10.000	5	x	140.0	700				4C		2	
West Kootenay Advertiser	18,364	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Winfield Lake Country Calendar	4,200	26,3	6.417	x	10.000	5	x	140.0	700				4C		2	
Sunshine Coast - The Local	10,730	26,3	6.75	x	10.000	4	x	140.0	560				4C		2	
Gulf Islands Driftwood	2,516	25,2	7.15	x	10.000	7	x	140.0	980				4C		2	
Kamloops This Week	30,417	25,2	4.33	x	10.000	3	x	140	420				4C		2	
Merritt Herald	5,300	26,3	4.33	x	10.000	3	x	140	420				4C		2	
Times Chronicle - Oliver & Osoyoos	2,000	25,2	5.08	x	10.000	3	x	140	420				4C		2	
Burnaby Now	44,165	26,3	6.528	x	10.000	4	x	140	560				4C		2	
New Westminster Record	16,946	26,3	6.528	x	10.000	4	x	140	560				4C		2	
Tri City News	52,000	26,3	6.528	x	10.000	4	x	140	560				4C		2	
Delta Optimist	17,000	26,3	6.528	x	10.000	4	x	140	560				4C		2	
North Shore News	60,000	25,2	6.528	x	10.000	4	x	140	560				4C		2	
Richmond News	46,464	26,3	6.528	x	10.000	4	x	140	560				4C		2	
Vancouver is Awesome	111,200	26,3	6.528	x	10.000	4	x	140	560				4C		2	
Bowen Island Undercurrent	1,150	26,3	6.528	x	10.000	4	x	140	560				4C		2	
Bridge River Lillooet News	1,200	25,2	6.777	x	10.000	4	x	140	560				4C		2	
Coast Reporter - Sunshine Coast	11,670	27,4	6.44	x	10.000	4	x	140	560				4C		2	
Peak Midweek	6,800	25,2	6.778	x	10.000	4	x	140	560				4C		2	
Powell River Peak	3,000	27,4	6.778	x	10.000	4	x	140	560				4C		2	
Squamish Chief	8,000	26,3	6.5	x	10.000	4	x	140	560				4C		2	
Pique Newsmagazine	12,500	26,3	6.8	x	9.330	3	x	131	393				4C		2	
Westside Weekly	11,523	25,2	6.222	x	10.000	6	x	140	840				4C		2	
Lumby Valley Times	2,200	27,4	6.8	x	10.000	4	x	140	560				4C		2	
Northern Horizon	16,500	27,4	6.247	x	10.000	4	x	140	560				4C		2	
Okanagan Advertiser	5,000	26,3	7.342	x	10.000	5	x	140	700				4C		2	
Peachland View	3,200	27,4	6.83	x	10.000	4	x	140	560				4C		2	
Penticton Herald	4,555	27,4	6.222	x	10.000	6	x	140	840				4C		2	
Gabriola Sounder	2,800	25,2	6.7	x	10.000	4	x	140	560				4C		2	
Dawson Creek Mirror	9,385	26,3	5.6133	x	10.000	6	x	140	840				4C		2	
Fort Nelson News	2,300	25,2	7.686	x	10.000	6	x	140	840				4C		2	
Fort St. John Alaska Highway News - TMC	10,391	26,3	6.847	x	10.000	7	x	140	980				4C		2	
Prince George Citizen (MODULAR SIZES)	17,500	26,3	4.854	x	12.000	3	x	168	504				4C		2	
Rocky Mountain Valley Goat	750	26,3	6.778	x	10.000	4	x	140	560				4C		2	
														TOTAL NET COST		$189,068.30

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin	-		
Media Director	-		
Media Planner	-		
Media Buyer	-		
Trafficking	-		
Additional Costs	-		
Subcontractor	-		
	Total Agency Fees		**$5,250.00**
	TOTAL ADVERTISING COSTS		**$194,318.30**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date:** 2020-11-23

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb **Date:** 2020-11-23

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Jungle Media
1085 Homer Street, Vancouver BC
(778) 331-8344

2020 ONLINE COSTING ESTIMATE

Jungle

CLIENT:	**BC Government**	**DATE:**	**November 23, 2020**
CAMPAIGN:	**COVID-19 Phase 3**	**STANDING OFFER**	**SO-GCPE029**
CAMPAIGN DATE:	**November 10 - December 15, 2020**	**APO:**	**A4317**
AD HEADING:	**Various**	**CPA:**	
AD SIZE:	**Various**	**VERSION:**	**5**
TARGET AUDIENCE:	**BC**	**MEDIA BUYER:**	**Josh Tebbutt**

Site	Pages	Flight Date	Ad Size	CPM	# of Weeks	Total Imp. (000)	Total Cost
Sites/Placement to be confirmed pending finalization of media buy				est.		est.	
FB/IG - All BC		Nov 30 - Dec 15, 2020	Newsfeed/Stories	$15.00	2	800	$12,000
FB/IG - BC 16-40		Nov 17 - Dec 15, 2020	Newsfeed/Stories	$7.00	5	2,429	$17,000
FB/IG - All BC, BC 40+		Nov 17 - Dec 15, 2020	Newsfeed/Stories	$10.00	5	2,700	$27,000
FB/IG - In-Language		Nov 27 - Dec 15, 2020	Newsfeed/Stories	$15.00	3	800	$12,000
Snapchat - All BC		Nov 17 - Dec 15, 2020	TopSnap	$5.00	5	1,600	$8,000
Google Display Network - All BC		Nov 10 - Dec 6, 2020	Display	$5.00	6	4,800	$24,000
Google Display Network - In-Language		Nov 13 - Dec 6, 2020	Display	$10.00	3	1,080	$10,800
OpenExchange - Non-news readers		Nov 24 - Dec 15, 2020	Display	$20.00	3	750	$15,000
Canadian Marketplace - News Content		Nov 24 - Dec 15, 2020	Display	$20.00	5	800	$16,000
OpenExchange - In-Language		Nov 24 - Dec 15, 2020	Pre-roll 15s	$15.00	5	800	$12,000
OpenExchange - All BC		Nov 30 - Dec 15, 2020	Pre-roll 15s	$20.00	3	600	$12,000
YouTube - In-Language		Nov 25 - Dec 15, 2020	15s TrueView	$10.00	3	1,000	$10,000
YouTube - All BC		Nov 30 - Dec 15, 2020	30s TrueView	$11.00	2	1,364	$15,000
YouTube - All BC		Nov 23 - Dec 15, 2020	15s TrueView	$9.00	3	1,111	$10,000
YouTube - All BC		Nov 10 - Dec 6, 2020	6s Bumper	$7.00	5	2,857	$20,000
Spotify		Nov 13 - Dec 6, 2020	Display	$7.00	6	1,786	$12,500
Google Search		Nov 19 - Dec 15, 2020	Text Ad	$40.00	5	50	$2,000
5.8% Service Fee for Media Purchased (based on net media spend)							$13,647.40
3.0% Service Fee for Optimization and Reporting (based on net media spend)	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$7,059.00
Ad Serving							$77.50
Magnet Data							$2,250.00
Ad Ops	frequency: ongoing optimization and reporting on digital performance every 2 weeks						$800.00

TOTAL COST: **$259,133.90**

Approved by Ministry Expense Authority: _____ **Kathryn LeSueur** **Date:** **23-Nov-20**

Approved by GCPE HQ: _____ **Nammi Poorooshasb** **Date:** **23-Nov-20**

STANDING OFFER
Advertising Placement Order

APO# (Assigned by GCPE):

Campaign Name:

STOB/PROJECT INFORMATION:

STOB: **GCPE 67 _X___** Ministry 67 ____ 68 ____

CPA/Project No.

BILLING CONTACT:

Name:

Email: gcpe.financebilling@gov.bc.ca

BILLING TO: ***Ministry Branch Mailing Address***

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**08-Dec**
CAMPAIGN NAME:	**Covid-19 Phase 3_Radio Dec 10-Jan 3**	**CPC #**	**531219-21-GCPE64**
MEDIUM:	**In-Language Radio**	**APO #:**	**A4320**
FLIGHT DATES:	**Dec 10 2020 - Jan 3 2021**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A25-60**	**MEDIA BUYER:**	**Stefani Kovacevic**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 1 - AD COSTING

MARKETS	RECOMMENDED STATIONS	Flight Dates	Net :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total Net Radio
CHINESE			NR		NR		NR
	CHMB (Cantonese, Mandarin) - AM1320						
	Cantonese - MO-SA / 6A-7P	Th Dec 10 - Wed Dec 16		**56**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					
	Mandarin - MO-SA / 7P-12A	Th Dec 10 - Wed Dec 16		**56**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					
CHINESE	CJVB (Cantonese) - AM1470						
	Cantonese - MO-SA / 6A-12A	Th Dec 10 - Wed Dec 16		**56**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					
CHINESE	CHKGFM (Mandarin) - FM 96.1						
	Mandarin - MO-SUN / 3P-12A	Th Dec 10 - Wed Dec 16		**63**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					
						CHINESE TOTAL:	**$12,031.75**
SOUTH ASIAN	SPICE AM1200						NR
	MON - SAT BREAKFAST / 6A-10A	Th Dec 10 - Wed Dec 16		**40**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					
	MON - SAT AFTERNOON DRIVE / 3P-7P	Th Dec 10 - Wed Dec 16		**40**		**3.4**	
		Th Dec 17 - Wed Dec 23					
		Th Dec 24 - Wed Dec 30					
		Th Dec 31 - Jan 3					

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**08-Dec**
CAMPAIGN NAME:	**Covid-19 Phase 3_Radio Dec 10-Jan 3**	**CPC #**	**531219-21-GCPE64**
MEDIUM:	**In-Language Radio**	**APO #:**	**A4320**
FLIGHT DATES:	**Dec 10 2020 - Jan 3 2021**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A25-60**	**MEDIA BUYER:**	**Stefani Kovacevic**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SOUTH ASIAN	RED FM (CKYE)		NR	NR		NR
	MON - SUN BREAKFAST / 7A-11A	Th Dec 10 - Wed Dec 16	**48**		**3.4**	
		Th Dec 17 - Wed Dec 23				
		Th Dec 24 - Wed Dec 30				
		Th Dec 31 - Jan 3				
	MON - SUN AFTERNOON DRIVE / 2P-8P	Th Dec 10 - Wed Dec 16	**48**		**3.4**	
		Th Dec 17 - Wed Dec 23				
		Th Dec 24 - Wed Dec 30				
		Th Dec 31 - Jan 3				
SOUTH ASIAN	CJCN FM - Connect FM91.5					
	MON - SUN BREAKFAST / 7A-10A	Th Dec 10 - Wed Dec 16	**48**		**3.4**	
		Th Dec 17 - Wed Dec 23				
		Th Dec 24 - Wed Dec 30				
		Th Dec 31 - Jan 3				
	MON - SUN AFTERNOON DRIVE / 3P-8P	Th Dec 10 - Wed Dec 16	**48**		**3.4**	
		Th Dec 17 - Wed Dec 23				
		Th Dec 24 - Wed Dec 30				
		Th Dec 31 - Jan 3				
SOUTH ASIAN	Sher-e-Punjab AM600					
	MON - SUN ROTATIONAL / 6A-12A	Th Dec 10 - Wed Dec 16	**48**		**3.4**	
		Th Dec 17 - Wed Dec 23				
		Th Dec 24 - Wed Dec 30				
		Th Dec 31 - Jan 3				

PUNJABI TOTAL:	**$21,054.80**
TOTAL NET RADIO:	**$34,740.88**
TOTAL MEDIA COST (NET$):	**$34,740.88**

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	08-Dec
CAMPAIGN NAME:	Covid-19 Phase 3_Radio Dec 10-Jan 3	**CPC #**	531219-21-GCPE64
MEDIUM:	In-Language Radio	**APO #:**	A4320
FLIGHT DATES:	Dec 10 2020 - Jan 3 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-60	**MEDIA BUYER:**	Stefani Kovacevic
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$997.50

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$35,738.38**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-12-08

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority **Date:** 2020-12-08

(GCPE or Ministry) **Signature/Print Name:** Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Mailing Address*
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**December 8, 2020**
CAMPAIGN NAME:	**Big Impact - No Gatherings Extension Dec 12 - Jan. 3, 2021**	**CPC #**	**531219-21-GCPE61**
MEDIUM:	**In-Language TV**	**APO #:**	**A4321**
FLIGHT DATES:	**December 12 - Jan 3, 2021 (3 weeks)**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A18+**	**MEDIA BUYER:**	**Brittany Dame**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 1 - AD COSTING

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
SOUTH ASIAN - PUNJABI							
ATN MOVIES *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3	NR	14	NR	3	NR
ATN - ALPHA PUNJABI *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
ATN - PUNJABI PLUS *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
AAPKA COLOR *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
SANJHA TV *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
Gurkebaani *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
ZEE TV - ALPHA ETC PUNJABI *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
PRIME ASIA *Punjabi*	MO - SU Western Prime Time (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3	NR	14	NR	3	NR
OMNI TV *Punjabi*	MO-FR 7:30pm-8pm (Punjabi) MO-FR 6pm-10pm (Punjabi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		10		3	
ATN SONY *Hindi*	MO - SU Western Prime Time (Hindi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
ATN HD *Hindi*	MO - SU Western Prime Time (Hindi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
B4U Movies *Hindi*	MO - SU Western Prime Time (Hindi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
ZEE TV CANADA *Hindi*	MO - SU Western Prime Time (Hindi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
OMNI TV *Hindi*	TH 6am-11pm (Hindi)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		4		3	
				SOUTH ASIAN (PUNJABI & HINDI) TOTAL:			**$ 39,192.00**
CHINESE							
FAIRCHILD TV - SD & HD *Cantonese*	MO - SU Prime 6pm - 11pm	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3	NR	14	NR	3	NR
LS Times TV *Cantonese*	MO - SU Prime 6pm - 12am	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
OMNI TV *Cantonese*	MO - FR News Prime 8pm - 11pm (Cantonese)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		10		3	

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
			NR		NR		NR
OMNI TV *Mandarin*	MO - FR News Prime 9pm - 10:30pm (Mandarin)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		10		3	
TALENTVISION TV *Mandarin*	MO - SU Prime 6pm - 11pm (Mandarin)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		14		3	
					CHINESE (CANTONESE & MANDARIN) TOTAL:		**$ 42,998.10**
TAGALOG (FILIPINO)							
			NR		NR		NR
OMNI TV *Tagalog*	MO Morning News 9am - 12pm (Tagalog) TH Morning News 6am - 11pm (Tagalog)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		6		3	
					TAGALOG TOTAL:		**$**
KOREAN							
			NR		NR		NR
OMNI TV *Korean*	SA Korean Programme 6am - 11pm (Korean) SU Korean Programme 6am - 11pm (Korean)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		4		3	
	WE Korean Programme 12pm - 7pm (Korean) FRI Korean Programme 12pm - 7pm (Korean)	SAT Dec 12 - FRI Dec 18 SAT Dec 19 - FRI Dec 25 SAT Dec 26 - FRI Jan 1 SAT Jan 2 - SUN Jan 3		4		3	
					KOREAN TOTAL:		**$**
					TOTAL MEDIA COST NET$		**$ 86,780.10**

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$2,310.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$89,090.10**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-12-09

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2020-12-09

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**December 8, 2020**
CAMPAIGN NAME:	**Phase 3 - Covid 19 TV Extension**	**CPC #**	**531219-21-GCPE63**
MEDIUM:	**Television - ENG**	**APO #:**	**A4323**
FLIGHT DATES:	**Dec. 21, 2020 - Jan. 3, 2021 (2 weeks)**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A25-54**	**MEDIA BUYER:**	**Brittany Dame**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3	NR	150	NR	**2**	NR
Kelowna	CHBC, CHANKELG	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3		100		**2**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3		100		**2**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3		75		**2**	
Dawson Creek	CJDC, CHAN-DAC	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3		75		**2**	
Kootenays	CHANKOOG	Mon Dec 21 - Sun Dec 27 Mon Dec 28 - Sun Jan 3		75		**2**	
						Total Ad Cost	**$217,000.00**

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**December 8, 2020**
CAMPAIGN NAME:	**Phase 3 - Covid 19 TV Extension**	**CPC #**	**531219-21-GCPE63**
MEDIUM:	**Television - ENG**	**APO #:**	**A4323**
FLIGHT DATES:	**Dec. 21, 2020 - Jan. 3, 2021 (2 weeks)**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A25-54**	**MEDIA BUYER:**	**Brittany Dame**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: **Media planning, buying , ongoing buy maintence and reconcilliation.**

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,570.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$220,570.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2020-12-09**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority (GCPE or Ministry) **Date:** **2020-12-09**

Signature/Print Name: **Nammi Poorooshasb**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #:	GCPE	**DATE:**	11-Dec-20
CAMPAIGN NAME:	Covid-19 - Holiday	**APO #:**	**A4324**
FLIGHT DATES:	Dec 15 - Jan 3	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
					NR		NR	
Programmatic	**BC, 25+**	**Dec 15 - Jan 3**	:15s video	Virtual Holidays		3		
YouTube	**BC, 16+**	**Dec 15 - Jan 3**	:15s video	Symptom Checker		3		
YouTube	**BC, 25+**	**Dec 15 - Jan 3**	:15s video	Virtual Holidays		3		
YouTube	**BC, 25+**	**Dec 15 - Jan 3**	:30s video	Virtual Holidays		3		
YouTube	**BC, A16-40**	**Dec 15 - Jan 3**	:15s video	Party Face Covid Guy		3		
	BC, 16+							
Programmatic	**PMP Premium Canadian Sites**	**Dec 15 - Jan 3**	Standard Display	Bend the Curve		3		
GDN	**BC, 16+**	**Dec 15 - Jan 3**	Standard Display	Bend the Curve		3		
Facebook / IG	**BC, 16+**	**Dec 23 - Jan 3**	In-feed / stories: Video	Mental Health		3		
Twitter	**BC, 16+**	**Dec 23 - Jan 3**	Video	Mental Health		3		
Facebook / IG	**BC, 25+**	**Dec 15 - Jan 3**	In-feed / stories: Video	Virtual Holidays		3		
Twitter	**BC, 25+**	**Dec 15 - Jan 3**	Video	Virtual Holidays		3		
Facebook / IG	**BC, A16-40**	**Dec 15 - Jan 3**	In-feed / stories: Video	Party Face Covid Guy		3		
SnapChat	**BC, A16-40**	**Dec 15 - Jan 3**	Video	Party Face Covid Guy		3		
TikTok	**BC, A16-40**	**Dec 15 - Jan 3**	Video	Party Face Covid Guy		3		
Twitch	**BC, A16+**	**Dec 15 - Jan 3**	Video	Party Face Covid Guy		3		
Google Adwords	**Keywords TBC**	**Dec 15 - Jan 3**	Ad Copy to be provided	Symptom checker / New Rules		3		
Google Adwords	**Keywords TBC**	**Dec 15 - Jan 3**	Ad Copy to be provided	BC Recovery Benefit		3		
Programmatic	**In-Language**	**Dec 15 - Jan 3**	:15s video	Symptom Checker		3		
YouTube	**In-Language**	**Dec 15 - Jan 3**	:15s video	Symptom Checker		3		
	In-Language	**Dec 15 - Jan 3**	:15s video	Dr Henry		3		
Programmatic	**In-Language**	**Dec 15 - Jan 3**	Standard Display	Patsy		3		
Singtao	**In-Language**	**Dec 15 - 27**	Standard Display	Patsy		2		
MingPao	**In-Language**	**Dec 15 - 27**	Standard Display	Patsy		2		
Desibuzzbc.com	**In-Language**	**Dec 15 - 27**	Standard Display	Patsy		2		
Darpanmagazine.com	**In-Language**	**Dec 15 - 27**	Standard Display	Patsy		2		
Facebook / IG	**In-language**	**Dec 15 - Jan 3**	In-feed / stories	Dr Henry		3		
							Total Ad Cost	**$346,338**

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #:	GCPE	**DATE:**	11-Dec-20
CAMPAIGN NAME:	Covid-19 - Holiday	**APO #:**	**A4324**
FLIGHT DATES:	Dec 15 - Jan 3	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	# of HOURS	Estimated AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$11,970**
		TOTAL	**$358,308**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-12-11

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) **Date:** 2020-12-11

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	17-Dec
CAMPAIGN NAME:	Covid 19 - Phase 3 Seniors	**CPC#:**	531219-21-GCPE66
MEDIUM:	Print	**APO#:**	**A4326**
FLIGHT DATES:	w/o Dec 21 & Dec 29	**VERSION:**	Original
UNIT:	1/3 page vertical	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Aldergrove Star	28,127	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Chilliwack Progress	13,041	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Cloverdale Reporter	1,840	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Hope Standard	28,521	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Langley Advance Times	30,311	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Maple Ridge/Pitt Meadows News	10,921	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Mission Record	12,750	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
North Delta Reporter	28,414	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Peace Arch News (White Rock)	66,000	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Surrey Now Leader	54,541	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Alberni Valley News	9,392	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Campbell River Mirror	17,134	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Chemainus Valley Courier	3,663	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Comox Valley Record	21,581	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Cowichan Valley Citizen (Duncan)	21,195	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Ladysmith Chronicle	4,187	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Lake Cowichan Gazette	381	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Nanaimo News Bulletin	31,492	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
North Island Gazette	1,028	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Parksville Qualicum News	16,492	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Tofino/Ucluelet Westerly News	794	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Goldstream News Gazette	17,808	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Oak Bay News	6,015	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Peninsula News Review	14,481	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Saanich News	30,687	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Victoria News	24,763	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Sooke News Mirror	5,852	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
100 Mile House Free Press	1,358	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Bella Coola Coast Mountain News	228	TH, 24	6.417	x	10.000	5	x	140.0	700				4C		1	
Burns Lake District News	1,089	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Fort St. James Caledonia Courier	405	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Houston Today	602	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Kitimat Northern Sentinel	822	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Prince Rupert Northern View	4,884	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Quesnel Cariboo Observer	1,057	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Smithers Interior News	2,155	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Terrace Standard	8,759	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Vanderhoof Omineca Express	763	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Stuart Nechako Advertiser (Vanderhoof)	2,913	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Williams Lake Tribune	8,660	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Ashcroft Cache Creek Journal	615	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Barriere North Thompson Journal	1,486	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Castlegar News	6,587	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Clearwater North Thompson Times	580	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Cranbrook Townsman	1,457	TU, 22 + 29	6.417	x	10.000	5	x	140.0	700				4C		2	
Creston Valley Advance	2,161	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
East Kootenay Extra	14,805	TH, 24	6.417	x	10.000	5	x	140.0	700				4C		1	
Fernie Free Press	5,815	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Golden Star	1,400	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Grand Forks Gazette	2,116	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Greenwood Boundary Creek Times	348	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Columbia Valley Pioneer	4,400	TH, 24 + 31	6.8	x	10.000	4	x	140.0	560				4C		2	
Kelowna Capital News	33,362	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Keremeos Review	1,300	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Kimberley Bulletin	827	TU, 22 + 29	6.417	x	10.000	5	x	140.0	700				4C		2	
Nakusp Arrow Lakes News	421	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Nelson Star	8,754	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Penticton Western News	18,869	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Princeton Similkameen Spotlight	983	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Revelstoke Times Review	1,071	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Rossland News	1,200	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	2	NR
Lakeshore Shuswap Market News	11,971	F, 25 + 1	6.417	x	10.000	5	x	140.0	700				4C		2	
Salmon Arm Observer	2,119	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
Sicamous Eagle Valley News	428	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Summerland Review	1,750	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Trail Daily Times	2,366	TU, 22 + 29	6.417	x	10.000	5	x	140.0	700				4C		2	
Vernon Morning Star	27,310	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
West Kelowna News	9,253	W, 23 + 30	6.417	x	10.000	5	x	140.0	700				4C		2	
West Kootenay Advertiser	18,364	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Winfield Lake Country Calendar	4,200	TH, 24 + 31	6.417	x	10.000	5	x	140.0	700				4C		2	
Sunshine Coast - The Local	10,730	TH, 24 + 31	6.75	x	10.000	4	x	140.0	560				4C		2	
Gulf Islands Driftwood	2,516	W, 23 + 30	6.10	x	8.500	6	x	119.0	714				4C		2	
Kamloops This Week	30,417	W, 23 + 30	4.33	x	10.000	3	x	140	420				4C		2	
Merritt Herald	5,300	TH, 24 + 31	4.33	x	10.000	3	x	140	420				4C		2	
Times Chronicle - Oliver & Osoyoos	2,000	W, 23 + 30	5.08	x	10.000	3	x	140	420				4C		2	
Burnaby Now	44,165	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
New Westminster Record	16,946	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
Tri City News	52,000	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
Delta Optimist	17,000	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
North Shore News	60,000	W, 23 + 30	6.528	x	10.000	4	x	140	560				4C		2	
Richmond News	46,464	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
Vancouver is Awesome	111,200	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
Bowen Island Undercurrent	1,150	TH, 24 + 31	6.528	x	10.000	4	x	140	560				4C		2	
Bridge River Lillooet News	1,200	W, 23 + 30	6.777	x	10.000	4	x	140	560				4C		2	
Coast Reporter - Sunshine Coast	11,670	F, 25 + 1	6.44	x	10.000	4	x	140	560				4C		2	
Peak Midweek	6,800	W, 23 + 30	6.778	x	10.000	4	x	140	560				4C		2	
Powell River Peak	3,000	F, 25 + 1	6.778	x	10.000	4	x	140	560				4C		2	
Squamish Chief	8,000	TH, 24 + 31	6.50	x	10.000	4	x	140	560				4C		2	
Pique Newsmagazine	12,500	TH, 24 + 31	6.80	x	9.330	3	x	131	393				4C		2	
Westside Weekly	11,523	W, 23 + 30	6.222	x	10.000	6	x	140	840				4C		2	
Lumby Valley Times	2,200	F, 25 + 1	6.80	x	10.000	4	x	140	560				4C		2	
Northern Horizon	16,500	F, 25 + 1	6.247	x	10.000	4	x	140	560				4C		1	
Okanagan Advertiser	5,000	TH, 24 + 31	7.342	x	10.000	5	x	140	700				4C		2	
Peachland View	3,200	F, 25 + 1	6.83	x	10.000	4	x	140	560				4C		2	
Penticton Herald	4,555	F, 25 + 1	6.222	x	10.000	6	x	140	840				4C		2	
Gabriola Sounder	2,800	W, 23 + 30	6.70	x	10.000	4	x	140	560				4C		2	
Victoria Times Colonist (Subscribers)	40,028	W, 23 + 30	6.267	x	10.000	6	x	140	840				4C		2	
Dawson Creek Mirror	9,385	TH, 24 + 31	5.6133	x	10.000	6	x	140	840				4C		2	
Fort Nelson News	2,300	W, 23 + 30	7.686	x	10.000	6	x	140	840				4C		2	
Fort St. John Alaska Highway News - TMC	10,391	TH, 24 + 31	6.847	x	10.000	7	x	140	980				4C		2	
Prince George Citizen (MODULAR SIZES)	17,500	TH, 24 + 31	4.854	x	12.000	3	x	168	504				4C		2	
Rocky Mountain Valley Goat	750	TH, 24 + 31	6.778	x	10.000	4	x	140	560				4C		2	
														TOTAL NET COST		$195,147.70

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin	-		
Media Director	-		
Media Planner	-		
Media Buyer	-		
Trafficking	-		
Additional Costs	-		
Subcontractor	-		
		Total Agency Fees	$3,360.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS $198,507.70

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 2020-12-16

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: Date: 2020-12-16
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:

GCPE 67	☑	STOB 68 BILLING TO:	Ministry Branch Mailing Address
MINISTRY 67	☐	BILLING CONTACT:	
MINISTRY 68	☐	EMAIL:	
		STOB 67 BILLING TO:	gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	**GCPE**	**DATE:**	**December 16, 2020**
CAMPAIGN NAME:	**Phase 3 - Covid 19 TV Extension (Jan. 4 -7)**	**CPC #**	**531219-21-GCPE67**
MEDIUM:	**Television - ENG**	**APO #:**	**A4327**
FLIGHT DATES:	**Jan. 4 - 7, 2021**	**VERSION:**	**Original**
TARGET AUDIENCE:	**A25-54**	**MEDIA BUYER:**	**Brittany Dame**
UNIT:	**:30's**	**CONTRACT #:**	**C21GCPE001**
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Mon Jan 4 - Thur Jan 7	NR	80	NR	**1**	NR
Kelowna	CHBC, CHANKELG	Mon Jan 4 - Thur Jan 7		40		**1**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Jan 4 - Thur Jan 7		40		**1**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Jan 4 - Thur Jan 7		20		**1**	
Dawson Creek	CJDC, CHAN-DAC	Mon Jan 4 - Thur Jan 7		20		**1**	
Kootenays	CHANKOOG	Mon Jan 4 - Thur Jan 7		20		**1**	
						Total Ad Cost	**$47,700.00**

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	December 16, 2020
CAMPAIGN NAME:	Phase 3 - Covid 19 TV Extension (Jan. 4 -7)	**CPC #**	531219-21-GCPE67
MEDIUM:	Television - ENG	**APO #:**	A4327
FLIGHT DATES:	Jan. 4 - 7, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,680.00

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER $49,380.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:  **Date:** 2020-12-16

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry)  **Date:** 2020-12-16

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Mailing Address*
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	2020-12-17
CAMPAIGN NAME:	C19 Phase 3 (Dec 24 - Jan 3)	**CPC #:**	531219-21-GCPE62
MEDIUM:	In-Language Print	**APO #:**	**A4331**
FLIGHT DATES:	Dec. 18 - Jan 3	**VERSION:**	Revision 3
UNIT:	Junior + Full Page	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:	Removed Farsi + week 1 papers	**CONTRACT #:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Language	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Indo-Canadian Awaaz - Full Page	Punjabi	FR	10.250	x	14.250		x						4C	NR	2	NR
The Punjab Link - Full Page	Punjabi	SA	10.000	x	14.000		x						4C		2	
The Punjab Guardian - Full Page	Punjabi	FR	10.250	x	14.750		x						4C		2	
Punjabi Journal - Full Page	Punjabi	FR	10.000	x	13.000		x						4C		2	
Punjabi Star - Full Page	Punjabi	SA	10.000	x	14.500		x						4C		2	
Canadian Punjab Times - Full Page	Punjabi	SA	10.000	x	15.000		x						4C		2	
Sach Di Awaaz - Full Page	Punjabi	TH + FR	10.380	x	15.150		x						4C		2	
Asian Star - Full Page	English	SA	10.000	x	14.500		x						4C		2	
Indo Canadian Voice - Full Page	English	SA	10.250	x	14.250		x						4C		2	
The Link - Full Page	English	SA	10.000	x	14.000		x						4C		2	
Asian Journal - Full Page	English	FR	10.000	x	13.000		x						4C		2	
Des Pardes Times - Full Page	English	SA	10.250	x	15.500		x						4C		2	
Ming Pao Daily - Junior Page	Traditional Chinese	SU	8.268	x	13.622		x						4C		2	
Sing Tao Daily - Junior Page	Traditional Chinese	SA	8.661	x	14.173		x						4C		2	
DAWA Business Press	Traditional Chinese	SA	8.661	x	13.386		x						4C		2	
Rise Weekly - Full Page	Simplified Chinese	TH + FR	10.984	x	14.016		x						4C		2	
Canadian City Post - Full Page	Simplified Chinese	FR	8.661	x	13.386		x						4C		2	
Canadian City Express - Full Page	Simplified Chinese	FR	9.646	x	12.598		x						4C		2	
West Canada Weekly - Full Page	Simplified Chinese	SA	10.040	x	12.800		x						4C		2	
														TOTAL NET COST		**$42,859.26**

Publication	Language	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$1,260.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS **$44,119.26**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2020-12-17

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2020-12-17
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:

- **GCPE 67** ☑
- **MINISTRY 67** ☐
- **MINISTRY 68** ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT: Dawn Stewart
EMAIL: dawn.stewart@gov.bc.ca
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #:	GCPE	**DATE:**	03-Feb-21
CAMPAIGN NAME:	Chinese New Year	**APO #:**	**A4353**
FLIGHT DATES:	Feb 8 - Feb 16	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions / Clicks	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Feb 8 - Feb 16	Standard Display	TBD		1		
Programmatic	Mandarin (Simplified Chinese)	Feb 8 - Feb 16	Standard Display	TBD		1		
SingTao App (300x250)	Cantonese (Traditional Chinese)	Feb 9 - Feb 15	Standard Display	TBD		1		
MingPaoCanada.com (300x250)	Cantonese (Traditional Chinese)	Feb 9 - Feb 15	Standard Display	TBD		1		
Riseweekly.com (790x244)	Mandarin (Simplified Chinese)	Feb 9 - Feb 15	Standard Display	TBD		1		
BCbay.com (728X90, 300x250)	Mandarin (Simplified Chinese)	Feb 9 - Feb 15	Standard Display	TBD		1		
Facebook / IG	Cantonese (Traditional Chinese)	Feb 8 - Feb 16	In-Feed / Stories	TBD		1		
Facebook / IG	Mandarin (Simplified Chinese)	Feb 8 - Feb 16	In-Feed / Stories	TBD		1		
							Total Ad Cost	**$8,950**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$1,260**
			TOTAL	**$10,210**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date: 2021-02-03**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb **Date: 2021-02-03**

STOB:		**STOB 68 BILLING TO:** ***Ministry Branch Mailing Address***
GCPE 67	☑	**BILLING CONTACT:**
MINISTRY 67	☐	**EMAIL :**
MINISTRY 68	☐	**STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca**

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Mar. 10, 2021
CAMPAIGN NAME:	Covid 19 - Phase 4 Print	**CPC#:**	531219-21-GCPE77
MEDIUM:	Print	**APO#:**	**A4362**
FLIGHT DATES:	Feb 15 - March 14	**VERSION:**	V3
UNIT:	1/3 Vertical	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:	Revised campaign dates to end Mar. 14	**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	6.417	x	10.000	5	x	140.0	700				4C		3	
Agassiz - Harrison Observer	6,423	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	3	NR
Aldergrove Star	28,127	6.417	x	10.000	5	x	140.0	700				4C		3	
Chilliwack Progress	13,041	6.417	x	10.000	5	x	140.0	700				4C		3	
Cloverdale Reporter	1,840	6.417	x	10.000	5	x	140.0	700				4C		3	
Hope Standard	28,521	6.417	x	10.000	5	x	140.0	700				4C		3	
Langley Advance Times	30,311	6.417	x	10.000	5	x	140.0	700				4C		3	
Maple Ridge/Pitt Meadows News	10,921	6.417	x	10.000	5	x	140.0	700				4C		3	
Mission Record	12,750	6.417	x	10.000	5	x	140.0	700				4C		3	
North Delta Reporter	28,414	6.417	x	10.000	5	x	140.0	700				4C		3	
Peace Arch News (White Rock)	66,000	6.417	x	10.000	5	x	140.0	700				4C		3	
Surrey Now Leader	54,541	6.417	x	10.000	5	x	140.0	700				4C		3	
Alberni Valley News	9,392	6.417	x	10.000	5	x	140.0	700				4C		3	
Campbell River Mirror	17,134	6.417	x	10.000	5	x	140.0	700				4C		3	
Chemainus Valley Courier	3,663	6.417	x	10.000	5	x	140.0	700				4C		3	
Comox Valley Record	21,581	6.417	x	10.000	5	x	140.0	700				4C		3	
Cowichan Valley Citizen (Duncan)	21,195	6.417	x	10.000	5	x	140.0	700				4C		3	
Ladysmith Chronicle	4,187	6.417	x	10.000	5	x	140.0	700				4C		3	
Lake Cowichan Gazette	381	6.417	x	10.000	5	x	140.0	700				4C		3	
Nanaimo News Bulletin	31,492	6.417	x	10.000	5	x	140.0	700				4C		3	
North Island Gazette	1,028	6.417	x	10.000	5	x	140.0	700				4C		3	
Parksville Qualicum News	16,492	6.417	x	10.000	5	x	140.0	700				4C		3	
Tofino/Ucluelet Westerly News	794	6.417	x	10.000	5	x	140.0	700				4C		3	
Goldstream News Gazette	17,808	6.417	x	10.000	5	x	140.0	700				4C		3	
Oak Bay News	6,015	6.417	x	10.000	5	x	140.0	700				4C		3	
Peninsula News Review	14,481	6.417	x	10.000	5	x	140.0	700				4C		3	
Saanich News	30,687	6.417	x	10.000	5	x	140.0	700				4C		3	
Victoria News	24,763	6.417	x	10.000	5	x	140.0	700				4C		3	
Sooke News Mirror	5,852	6.417	x	10.000	5	x	140.0	700				4C		3	
100 Mile House Free Press	1,358	6.417	x	10.000	5	x	140.0	700				4C		3	
Bella Coola Coast Mountain News	228	6.417	x	10.000	5	x	140.0	700				4C		1	
Burns Lake District News	1,089	6.417	x	10.000	5	x	140.0	700				4C		3	
Fort St. James Caledonia Courier	405	6.417	x	10.000	5	x	140.0	700				4C		3	
Houston Today	602	6.417	x	10.000	5	x	140.0	700				4C		3	
Kitimat Northern Sentinel	822	6.417	x	10.000	5	x	140.0	700				4C		3	
Prince Rupert Northern View	4,884	6.417	x	10.000	5	x	140.0	700				4C		3	
Quesnel Cariboo Observer	1,057	6.417	x	10.000	5	x	140.0	700				4C		3	
Smithers Interior News	2,155	6.417	x	10.000	5	x	140.0	700				4C		3	
Terrace Standard	8,759	6.417	x	10.000	5	x	140.0	700				4C		3	
Vanderhoof Omineca Express	763	6.417	x	10.000	5	x	140.0	700				4C		3	
Stuart Nechako Advertiser (Vanderhoof)	2,913	6.417	x	10.000	5	x	140.0	700				4C		3	
Williams Lake Tribune	8,660	6.417	x	10.000	5	x	140.0	700				4C		3	
Ashcroft Cache Creek Journal	615	6.417	x	10.000	5	x	140.0	700				4C		3	
Barriere North Thompson Journal	1,486	6.417	x	10.000	5	x	140.0	700				4C		3	
Castlegar News	6,587	6.417	x	10.000	5	x	140.0	700				4C		3	
Clearwater North Thompson Times	580	6.417	x	10.000	5	x	140.0	700				4C		3	
Cranbrook Townsman	1,457	6.417	x	10.000	5	x	140.0	700				4C		3	
Creston Valley Advance	2,161	6.417	x	10.000	5	x	140.0	700				4C		3	
East Kootenay Extra (Cranbook & Kimberley)	14,805	6.417	x	10.000	5	x	140.0	700				4C		3	
Fernie Free Press	5,815	6.417	x	10.000	5	x	140.0	700				4C		3	
Golden Star	1,400	6.417	x	10.000	5	x	140.0	700				4C		3	
Grand Forks Gazette	2,116	6.417	x	10.000	5	x	140.0	700				4C		3	
Greenwood Boundary Creek Times	348	6.417	x	10.000	5	x	140.0	700				4C		3	
Columbia Valley Pioneer	4,400	6.8	x	10.000	4	x	140.0	560				4C		3	
Kelowna Capital News	33,362	6.417	x	10.000	5	x	140.0	700				4C		3	
Keremeos Review	1,300	6.417	x	10.000	5	x	140.0	700				4C		3	
Kimberley Bulletin	827	6.417	x	10.000	5	x	140.0	700				4C		3	
Nakusp Arrow Lakes News	421	6.417	x	10.000	5	x	140.0	700				4C		3	
Nelson Star	8,754	6.417	x	10.000	5	x	140.0	700				4C		3	
Penticton Western News	18,869	6.417	x	10.000	5	x	140.0	700				4C		3	
Princeton Similkameen Spotlight	983	6.417	x	10.000	5	x	140.0	700				4C		3	
Revelstoke Times Review	1,071	6.417	x	10.000	5	x	140.0	700				4C		3	
Rossland News	1,200	6.417	x	10.000	5	x	140.0	700				4C		3	
Lakeshore Shuswap Market News	11,971	6.417	x	10.000	5	x	140.0	700				4C		3	
Salmon Arm Observer	2,119	6.417	x	10.000	5	x	140.0	700				4C		3	
Sicamous Eagle Valley News	428	6.417	x	10.000	5	x	140.0	700				4C		3	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Summerland Review	1,750	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	3	NR
Trail Daily Times	2,366	6.417	x	10.000	5	x	140.0	700				4C		3	
Vernon Morning Star	27,310	6.417	x	10.000	5	x	140.0	700				4C		3	
West Kelowna News	9,253	6.417	x	10.000	5	x	140.0	700				4C		3	
West Kootenay Advertiser	18,364	6.417	x	10.000	5	x	140.0	700				4C		3	
Winfield Lake Country Calendar	4,200	6.417	x	10.000	5	x	140.0	700				4C		3	
Sunshine Coast - The Local	10,730	6.75	x	10.000	4	x	140.0	560				4C		3	
Gulf Islands Driftwood	2,516	6.1	x	8.500	6	x	119.0	714				4C		3	
Kamloops This Week	30,417	4.875	x	8.000	4	x	112	448				4C		3	
Merritt Herald	5,300	4.875	x	8.000	4	x	112	448				4C		3	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	8.214	3	x	115	345				4C		3	
Burnaby Now	44,165	6.528	x	10.000	4	x	140	560				4C		3	
New Westminster Record	16,946	6.528	x	10.000	4	x	140	560				4C		3	
Tri City News	52,000	6.528	x	10.000	4	x	140	560				4C		3	
Delta Optimist	17,000	6.528	x	10.000	4	x	140	560				4C		3	
North Shore News	60,000	6.528	x	10.000	4	x	140	560				4C		3	
Richmond News	46,464	6.528	x	10.000	4	x	140	560				4C		3	
Vancouver is Awesome	111,200	6.528	x	10.000	4	x	140	560				4C		3	
Bowen Island Undercurrent	1,150	6.528	x	10.000	4	x	140	560				4C		3	
Bridge River Lillooet News	1,200	6.777	x	10.000	4	x	140	560				4C		3	
Coast Reporter - Sunshine Coast	11,670	6.44	x	10.000	4	x	140	560				4C		3	
Peak Midweek	6,800	6.778	x	10.000	4	x	140	560				4C		3	
Powell River Peak	3,000	6.778	x	10.000	4	x	140	560				4C		3	
Squamish Chief	8,000	4.85	x	6.643	3	x	93	279				4C		3	
Pique Newsmagazine	12,500	4.48	x	9.330	2	x	131	262				4C		3	
Kelowna Daily Courier	8,275	5.167	x	13.286	5	x	186	930				4C		3	
Westside Weekly	11,523	5.167	x	13.286	5	x	186	930				4C		3	
Lumby Valley Times	2,200	5.075	x	8.125	3	x	114	342				4C		3	
Northern Horizon	16,500	6.247	x	6.286	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	5.5	x	6.000	4	x	84	336				4C		3	
Peachland View	3,200	6.83	x	10.000	4	x	140	560				4C		3	
Penticton Herald	4,555	5.167	x	13.286	5	x	186	930				4C		3	
Gabriola Sounder	2,800	6.7	x	10.000	4	x	140	560				4C		3	
Victoria Times Colonist (Subscribers)	40,028	6.267	x	12.071	6	x	169	1,014				4C		3	
Dawson Creek Mirror	9,385	4.6544	x	8.357	5	x	117	585				4C		3	
Fort Nelson News	2,300	7.686	x	9.357	6	x	131	786				4C		3	
Fort St. John Alaska Highway News - TMC	10,391	6.847	x	10.000	7	x	140	980				4C		3	
Prince George Citizen (MODULAR SIZES)	17,500	4.854	x	12.000	3	x	168	504				4C		3	
Rocky Mountain Valley Goat	750	6.778	x	10.000	4	x	140	560				4C		3	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	13.643	5	x	191	955				4C		3	
The Province (Fixed MOD Sizes)	88,100	5.095	x	7.571	5	x	106	530				4C		3	
													TOTAL NET COST		$314,204.80

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$5,250.00
		TOTAL ADVERTISING COSTS	$319,454.80

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-03-12

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-03-12

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Feb. 4, 2021
CAMPAIGN NAME:	Covid Radio Phase 4	**CPC:**	531219-21-GCPE78
FLIGHT DATES:	Feb. 15 - Mar. 31 (6 Weeks+ 3 days)	**APO #:**	A4363
MEDIUM:	Radio	**VERSION:**	V1 (Adjusted formatting)
UNIT:	30's	**MEDIA BUYER:**	Stefani Kovacevic
TARGET AUDIENCE:	A25-54	**CONTRACT:**	C21GCPE001
CREATIVE DEADLINE:	Thursday prior to Monday live date		

SECTION 1 - AD COSTING

					2021-02-15	2021-03-28		6	2021-03-29	2021-03-31		1		
				TOTAL	WEEK 1-6 SUMMARY				WEEK 7 SUMMARY				TOTAL	
MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	START DATE	END DATE	WKY GRP/Occ	WKS	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER														
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR	2021-02-15	2021-03-28	175	6	2021-03-29	2021-03-31	75	1	**1125**	NR
SURREY	CISFFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
CHILLIWACK	CHWK FM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
CHILLIWACK	CKSRFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
ABBOTSFORD	CKQCFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
SQUAMISH / WHISTLER	CISQFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
WHISTLER	CKEE FM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
ISLAND														
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan		2021-02-15	2021-03-28	175	6	2021-03-29	2021-03-31	75	6	**1125**	
TOFINO	CHMZFM		6a - 12a		2021-02-15	2021-03-28	21	1	2021-03-29	2021-03-31	10	1	**136**	
UCLUELET	CIMMFM		6a - 12a		2021-02-15	2021-03-28	21	1	2021-03-29	2021-03-31	10	1	**136**	
COURTENAY/COMOX	CKKC		6a - 12a		2021-02-15	2021-03-28	21	1	2021-03-29	2021-03-31	10	1	**136**	
ISLAND					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
NANAIMO	CHWFFM	Rock	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
NANAIMO	CKWVFM	Hot AC	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
COURTENAY/COMOX	CFCPFM	Rock	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
DUNCAN	CJSUFM	Classic Hits	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
POWEL RIVER	CFPWFM	Classic Hits	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PORT HARDY	CFNIAM	Classic Hits	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
CENTRAL INTERIOR														
KELOWNA	CKLZFM	Rock	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
KELOWNA	CKQQFM	Classic Hits	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
KAMLOOPS	CIFMFM	Rock	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
BARRIERE	CHLWFM	Rock	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
CENTRAL INTERIOR					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
KELOWNA	CHSU	Hot AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KELOWNA	CILK	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KELOWNA	CKFR	Newstalk			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KELOWNA	CKKO	Rock			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KAMLOOPS	CKRV	Contemporary Hit			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KAMLOOPS	CJKC	Country			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
KAMLOOPS	CHNL	News Talk			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
VERNON	CICF	Hot AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
MERRITT	CKMQ	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	**0**	
SOUTH OKANAGAN NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
PENTICTON	CIGV	Country			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PENTICTON	CJMG	Hot AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PENTICTON	CKOR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
SUMMERLAND	CHOR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
OSOYOOS/OLIVER	CJOR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
COLUMBIA SHUSWAP NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
SALMON ARM	CKXR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
REVELSTOKE	CKCR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
GOLDEN	CKGR	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
NORTHERN INTERIOR					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1		
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	**136**	

MARKETS	RECCOMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	WEEK 1-6 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	WEEK 7 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
				NR										NR
MACKENZIE	CHMMFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
CCI NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
PRINCE GEORGE	CJCIFM	Country	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PRINCE GEORGE	CIRXFM	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
VANDERHOOF	CIRXFM1	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
QUESNEL	CKCQFM	Country	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
QUESNEL	CFFM2	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
WILLIAMS LAKE	CKWLM	Country	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
100 MILE HOUSE	CKBX	Country	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
NORTH-WEST NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
TERRACE	CJFW	Country			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
TERRACE	CFTK	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PRINCE RUPERT	CHTK	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
KITIMAT	CKTK	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a		2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
FORT ST. JOHN	CKFUFM				2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
NORTH-EAST NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
DAWSON CR./TUMBLER R.	CJDC	Country			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
FORT ST. JOHN	CKNL	AOR/Mainstream Rock			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
FORT ST. JOHN	CHRX	Hot AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
FORT NELSON	CKRX	AOR/Mainstream Rock			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
MOUNTAIN-FM NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
CASTLEGAR	CKQRFM	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
NELSON	CHNVFM	Classic Hits	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
GRAND FORK	CKGFFM	Classic Hits	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
CRESTON	CKCV-FM	Classic Hits	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
EK RADIO NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a		2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
SOUTH-EAST NETWORK					2021-02-15	2021-03-28	21	6	2021-03-29	2021-03-31	10	1	136	
TRAIL/CASTLEGAR/CRESTON	CJAT	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	
NELSON/TRAIL	CKKC	AC			2021-02-15	2021-03-28	0	0	2021-03-29	2021-03-31	0	0	0	

TOTAL MEDIA COST	$489,421.40

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
TOTAL AGENCY FEES			$5,145.00
TOTAL ADVERTISING COST			$494,566.40

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn Lesueur — **Date:** 2021-02-05

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/ Nammi Pooroohasb — **Date:** 2021-02-05

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Feb 1
CAMPAIGN NAME:	Chinese New Year In-language Print	**CPC #:**	531219-21-GCPE79
MEDIUM:	In-Language Newspaper	**APO #:**	A4368
FLIGHT DATES:	Feb 8th – Feb 19th	**VERSION:**	Original
UNIT:	Full Page for Weekly / Junior Page for Daily	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 AD COSTING

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS										
Lower Mainland	MING PAO DAILY NEWS (Cantonese) Weekday - JUNIOR PAGE	55,000	Th Feb 11, Mon Feb 15	8.268	x	13.622	4C	NR	2	NR
Lower Mainland	MING PAO DAILY NEWS (Cantonese) Weekend - JUNIOR PAGE	55,000	Fri Feb 12, Sun Feb 14	8.268	x	13.622	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday - JUNIOR PAGE	45,000	WE Feb 10, Mon Feb 15	8.661	x	14.173	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend - JUNIOR PAGE	45,000	Fri Feb 12, Sa Feb 13	8.661	x	14.173	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional) Weekend - JUNIOR PAGE	N/A	Sat Feb 13	8.661	x	13.386	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED										
Lower Mainland	CANADIAN CITY POST - FULL PAGE	25,000	Fri Feb 12, 19	8.661	x	13.386	4C		2	
Lower Mainland	RISE WEEKLY - FULL PAGE	25,000	Fri Feb 12, 19	10.984	x	14.016	4C		1	
Lower Mainland	CANADIAN CHINESE EXPRESS - FULL PAGE	N/A	Fri Feb 12, 19	9.646	x	12.598	4C		2	
Lower Mainland	WEST CANADA WEEKLY - FULL PAGE	12,000	Sat Feb 13	10.04	x	12.800	4C		1	

Total Media Cost **$13,666.24**

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide In-Language Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$1,155.00**
	TOTAL ADVERTISING COSTS		**$14,821.24**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-02-08

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2021-02-08

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	08-Feb
CAMPAIGN NAME:	Covid 19 - Phase 4 Print	**CPC#:**	531219-21-GCPE77
MEDIUM:	Print	**APO#:**	**A4372**
FLIGHT DATES:	w/o Feb. 8	**VERSION:**	V1 (Changed Dates)
UNIT:	1/3 Vertical	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:	Changed Dates	**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	6.417	x	10.000	5	x	140.0	700				4C		1	
Aldergrove Star	28,127	6.417	x	10.000	5	x	140.0	700				4C		1	
Chilliwack Progress	13,041	6.417	x	10.000	5	x	140.0	700				4C		1	
Cloverdale Reporter	1,840	6.417	x	10.000	5	x	140.0	700				4C		1	
Hope Standard	28,521	6.417	x	10.000	5	x	140.0	700				4C		1	
Langley Advance Times	30,311	6.417	x	10.000	5	x	140.0	700				4C		1	
Maple Ridge/Pitt Meadows News	10,921	6.417	x	10.000	5	x	140.0	700				4C		1	
Mission Record	12,750	6.417	x	10.000	5	x	140.0	700				4C		1	
North Delta Reporter	28,414	6.417	x	10.000	5	x	140.0	700				4C		1	
Peace Arch News (White Rock)	66,000	6.417	x	10.000	5	x	140.0	700				4C		1	
Surrey Now Leader	54,541	6.417	x	10.000	5	x	140.0	700				4C		1	
Alberni Valley News	9,392	6.417	x	10.000	5	x	140.0	700				4C		1	
Campbell River Mirror	17,134	6.417	x	10.000	5	x	140.0	700				4C		1	
Chemainus Valley Courier	3,663	6.417	x	10.000	5	x	140.0	700				4C		1	
Comox Valley Record	21,581	6.417	x	10.000	5	x	140.0	700				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	6.417	x	10.000	5	x	140.0	700				4C		1	
Ladysmith Chronicle	4,187	6.417	x	10.000	5	x	140.0	700				4C		1	
Lake Cowichan Gazette	381	6.417	x	10.000	5	x	140.0	700				4C		1	
Nanaimo News Bulletin	31,492	6.417	x	10.000	5	x	140.0	700				4C		1	
North Island Gazette	1,028	6.417	x	10.000	5	x	140.0	700				4C		1	
Parksville Qualicum News	16,492	6.417	x	10.000	5	x	140.0	700				4C		1	
Tofino/Ucluelet Westerly News	794	6.417	x	10.000	5	x	140.0	700				4C		1	
Goldstream News Gazette	17,808	6.417	x	10.000	5	x	140.0	700				4C		1	
Oak Bay News	6,015	6.417	x	10.000	5	x	140.0	700				4C		1	
Peninsula News Review	14,481	6.417	x	10.000	5	x	140.0	700				4C		1	
Saanich News	30,687	6.417	x	10.000	5	x	140.0	700				4C		1	
Victoria News	24,763	6.417	x	10.000	5	x	140.0	700				4C		1	
Sooke News Mirror	5,852	6.417	x	10.000	5	x	140.0	700				4C		1	
100 Mile House Free Press	1,358	6.417	x	10.000	5	x	140.0	700				4C		1	
Bella Coola Coast Mountain News	228	6.417	x	10.000	5	x	140.0	700				4C		1	
Burns Lake District News	1,089	6.417	x	10.000	5	x	140.0	700				4C		1	
Fort St. James Caledonia Courier	405	6.417	x	10.000	5	x	140.0	700				4C		1	
Houston Today	602	6.417	x	10.000	5	x	140.0	700				4C		1	
Kitimat Northern Sentinel	822	6.417	x	10.000	5	x	140.0	700				4C		1	
Prince Rupert Northern View	4,884	6.417	x	10.000	5	x	140.0	700				4C		1	
Quesnel Cariboo Observer	1,057	6.417	x	10.000	5	x	140.0	700				4C		1	
Smithers Interior News	2,155	6.417	x	10.000	5	x	140.0	700				4C		1	
Terrace Standard	8,759	6.417	x	10.000	5	x	140.0	700				4C		1	
Vanderhoof Omineca Express	763	6.417	x	10.000	5	x	140.0	700				4C		1	
Stuart Nechako Advertiser (Vanderhoof)	2,913	6.417	x	10.000	5	x	140.0	700				4C		1	
Williams Lake Tribune	8,660	6.417	x	10.000	5	x	140.0	700				4C		1	
Ashcroft Cache Creek Journal	615	6.417	x	10.000	5	x	140.0	700				4C		1	
Barriere North Thompson Journal	1,486	6.417	x	10.000	5	x	140.0	700				4C		1	
Castlegar News	6,587	6.417	x	10.000	5	x	140.0	700				4C		1	
Clearwater North Thompson Times	580	6.417	x	10.000	5	x	140.0	700				4C		1	
Cranbrook Townsman	1,457	6.417	x	10.000	5	x	140.0	700				4C		1	
Creston Valley Advance	2,161	6.417	x	10.000	5	x	140.0	700				4C		1	
East Kootenay Extra (Cranbook & Kimberley)	14,805	6.417	x	10.000	5	x	140.0	700				4C		1	
Fernie Free Press	5,815	6.417	x	10.000	5	x	140.0	700				4C		1	
Golden Star	1,400	6.417	x	10.000	5	x	140.0	700				4C		1	
Grand Forks Gazette	2,116	6.417	x	10.000	5	x	140.0	700				4C		1	
Greenwood Boundary Creek Times	348	6.417	x	10.000	5	x	140.0	700				4C		1	
Columbia Valley Pioneer	4,400	6.8	x	10.000	4	x	140.0	560				4C		1	
Kelowna Capital News	33,362	6.417	x	10.000	5	x	140.0	700				4C		1	
Keremeos Review	1,300	6.417	x	10.000	5	x	140.0	700				4C		1	
Kimberley Bulletin	827	6.417	x	10.000	5	x	140.0	700				4C		1	
Nakusp Arrow Lakes News	421	6.417	x	10.000	5	x	140.0	700				4C		1	
Nelson Star	8,754	6.417	x	10.000	5	x	140.0	700				4C		1	
Penticton Western News	18,869	6.417	x	10.000	5	x	140.0	700				4C		1	
Princeton Similkameen Spotlight	983	6.417	x	10.000	5	x	140.0	700				4C		1	
Revelstoke Times Review	1,071	6.417	x	10.000	5	x	140.0	700				4C		1	
Rossland News	1,200	6.417	x	10.000	5	x	140.0	700				4C		1	
Lakeshore Shuswap Market News	11,971	6.417	x	10.000	5	x	140.0	700				4C		1	
Salmon Arm Observer	2,119	6.417	x	10.000	5	x	140.0	700				4C		1	
Sicamous Eagle Valley News	428	6.417	x	10.000	5	x	140.0	700				4C		1	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Summerland Review	1,750	6.417	x	10.000	5	x	140.0	700	NR			4C	NR	1	NR
Trail Daily Times	2,366	6.417	x	10.000	5	x	140.0	700				4C		1	
Vernon Morning Star	27,310	6.417	x	10.000	5	x	140.0	700				4C		1	
West Kelowna News	9,253	6.417	x	10.000	5	x	140.0	700				4C		1	
West Kootenay Advertiser	18,364	6.417	x	10.000	5	x	140.0	700				4C		1	
Winfield Lake Country Calendar	4,200	6.417	x	10.000	5	x	140.0	700				4C		1	
Sunshine Coast - The Local	10,730	6.75	x	10.000	4	x	140.0	560				4C		1	
Gulf Islands Driftwood	2,516	6.1	x	8.500	6	x	119.0	714				4C		1	
Kamloops This Week	30,417	4.875	x	8.000	4	x	112	448				4C		1	
Merritt Herald	5,300	4.875	x	8.000	4	x	112	448				4C		1	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	8.214	3	x	115	345				4C		1	
Burnaby Now	44,165	3.181	x	12.000	2	x	168	336				4C		1	
New Westminster Record	16,946	3.181	x	12.000	2	x	168	336				4C		1	
Tri City News	52,000	3.181	x	12.000	2	x	168	336				4C		1	
Delta Optimist	17,000	3.181	x	12.000	2	x	168	336				4C		1	
North Shore News	60,000	3.181	x	12.000	2	x	168	336				4C		1	
Richmond News	46,464	3.181	x	12.000	2	x	168	336				4C		1	
Vancouver is Awesome	111,200	3.181	x	12.000	2	x	168	336				4C		1	
Bowen Island Undercurrent	1,150	3.181	x	12.000	2	x	168	336				4C		1	
Bridge River Lillooet News	1,200	3.305	x	13.500	2	x	189	378				4C		1	
Coast Reporter - Sunshine Coast	11,670	3.13	x	13.286	2	x	186	372				4C		1	
Peak Midweek	6,800	3.306	x	12.050	2	x	169	338				4C		1	
Powell River Peak	3,000	3.306	x	12.050	2	x	169	338				4C		1	
Squamish Chief	8,000	4.85	x	6.643	3	x	93	279				4C		1	
Pique Newsmagazine	12,500	4.48	x	9.330	2	x	131	262				4C		1	
Kelowna Daily Courier	8,275	5.167	x	13.286	5	x	186	930				4C		1	
Westside Weekly	11,523	5.167	x	13.286	5	x	186	930				4C		1	
Lumby Valley Times	2,200	5.075	x	8.125	3	x	114	342				4C		1	
Northern Horizon	16,500	6.247	x	6.286	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	5.5	x	6.000	4	x	84	336				4C		1	
Peachland View	3,200	3.33	x	12.250	2	x	172	344				4C		1	
Penticton Herald	4,555	5.167	x	13.286	5	x	186	930				4C		1	
Gabriola Sounder	2,800	3.3	x	15.500	2	x	217	434				4C		1	
Victoria Times Colonist (Subscribers)	40,028	6.267	x	12.071	6	x	169	1,014				4C		1	
Dawson Creek Mirror	9,385	4.6544	x	8.357	5	x	117	585				4C		1	
Fort Nelson News	2,300	7.686	x	9.357	6	x	131	786				4C		1	
Fort St. John Alaska Highway News - TMC	10,391	3.853	x	16.571	4	x	232	928				4C		1	
Prince George Citizen (MODULAR SIZES)	17,500	3.181	x	12.000	2	x	168	336				4C		1	
Rocky Mountain Valley Goat	750	3.3056	x	15.500	2	x	217	434				4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	13.643	5	x	191	955				4C		1	
The Province (Fixed MOD Sizes)	88,100	5.095	x	7.571	5	x	106	530				4C		1	
													TOTAL NET COST		$101,621.84

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,575.00
		TOTAL ADVERTISING COSTS	$103,196.84

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 2021-02-09

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: Date: 2021-02-09
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #:	GCPE	**DATE:**	09-Feb-21
CAMPAIGN NAME:	Covid-19 - Feb-March	**APO #:**	**A4379**
FLIGHT DATES:	Feb 15 - Mar 31, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
					NR		NR	
Programmatic	**BC, 18+**	**Feb 15 - Mar 31**	:15s video	TBD		6		
YouTube	**BC, 18+**	**Feb 15 - Mar 31**	:15s video	TBD		6		
Programmatic	**BC, 18+**	**Feb 15 - Mar 31**	Standard Display	TBD		6		
Facebook / IG	**BC, 18+**	**Feb 15 - Mar 31**	In-feed / stories: Video	TBD		6		
Twitter	**BC, 18+**	**Feb 15 - Mar 31**	Video	TBD		6		
SnapChat	**BC, 18+**	**Feb 15 - Mar 31**	Video	TBD		6		
TikTok	**BC, 18+**	**Feb 15 - Mar 31**	Video	TBD		6		
Twitch	**BC, 18+**	**Feb 15 - Mar 31**	Video	TBD		6		
Google Adwords	**Keywords TBC**	**Feb 15 - Mar 31**	Ad Copy to be provided	General/Symptom Checker		3		
Google Adwords	**Keywords TBC**	**Feb 15 - Mar 31**	Ad Copy to be provided	Vaccine		3		
							Total Ad Cost	**$365,000**

BRITISH COLUMBIA

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #:	GCPE	**DATE:**	09-Feb-21
CAMPAIGN NAME:	Covid-19 - Feb-March	**APO #:**	**A4379**
FLIGHT DATES:	Feb 15 - Mar 31, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	**CLIENT SERVICE**	**RATE**	**# of HOURS**	**Estimated AMOUNT**
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			

	Total
Total Agency Fees	**$20,475**
TOTAL	**$385,475**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2021-02-16

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: _____ **Date:** 2021-02-16
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	February 22
CAMPAIGN NAME:	Dr. BH Marathon In-language Print	**CPC #:**	531219-21-GCPE81
MEDIUM:	In-Language Newspaper	**APO #:**	A4386
FLIGHT DATES:	W/O February 22nd & March 8th	**VERSION:**	Original
UNIT:	Half Page (Vertical) or Junior	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 AD COSTING

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS										
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	55,000	Su Feb 28, Mar 14	8.27"	x	13.622"	4C	NR	2	NR
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	45,000	Sat Feb 27, Mar 13	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	N/A	Sat Mar 13	8.66"	x	13.386"	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED										
Lower Mainland	CANADIAN CITY POST	25,000	Fri Feb 26, Mar 12	4.685"	x	12.598"	4C		2	
Lower Mainland	CANADIAN CHINESE EXPRESS	N/A	Fri Mar 12	5"	x	10.945"	4C		1	
Lower Mainland	RISE WEEKLY	25,000	Fri Feb 26, Mar 12	6.496"	x	9.764"	4C		2	
Lower Mainland	WEST CANADA WEEKLY	12,000	Sat Mar 13	4.921"	x	12.795"	4C		1	
SOUTH ASIAN NEWSPAPERS - PUNJABI										
Lower Mainland	PUNJABI JOURNAL	25,000	Fri Mar 12	5"	x	13"	4C		1	
Lower Mainland	PUNJABI TRIBUNE	22,000	Fri Feb 26	5.125"	x	13.5"	4C		1	
Lower Mainland	PUNJAB GUARDIAN	22,000	Fri Feb 26	5"	x	14.75"	4C		1	
Lower Mainland	CANADIAN PUNJAB TIMES	25,000	Fri Feb 26, Mar 12	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	23,000	Fri Mar 12	5"	x	14.25"	4C		1	
Lower Mainland	SACH DI AWAAZ	N/A	Fri Mar 12	5.193"	x	15.15"	4C		1	
Lower Mainland	PUNJABI STAR	25,000	Sat Feb 27, Mar 13	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	25,000	Sat Feb 27, Mar 13	5"	x	14"	4C		2	
FARSI NEWSPAPERS - PERSIAN										
Lower Mainland	Daneshmand Weekly	5,000	Fri Feb 26, Mar 12	5"	x	14.25"	4C		2	
Lower Mainland	Salam Vancouver Weekly	5,000	Fri Feb 26, Mar 12	5"	x	14.5"	4C		2	
Lower Mainland	Dan Magazine	5,000	Fri Mar 12	5"	x	14"	4C		1	
FILIPINO NEWSPAPERS - ENGLISH										
Lower Mainland	Filipino Post Weekly	25,000	Thu Mar 4, Mar 11	4.89"	x	14.5"	4C		2	
Lower Mainland	Philipine Asian News Today	N/A	Wed Mar 3	5"	x	13"	4C		1	
Lower Mainland	Philipine Showbiz Today	N/A	Wed Mar 10	5"	x	13"	4C		1	
KOREAN NEWSPAPERS - KOREAN										
Lower Mainland	hankookin (Korean News)	5,250	Fri Feb 26, Mar 12	9.45"	x	14.76"	4C		2	
Lower Mainland	Joongang (Korea Daily)	N/A	Fri Mar 5, Mar 12	5.748"	x	20.394"	4C		2	
Lower Mainland	Kyocharo Newspaper	N/A	Fri Mar 5, Mar 12	4.625"	x	13.6"	4C		2	
Lower Mainland	Vanchosun (Korean Press)	4,000	Sat Feb 27, Wed Mar 10	6.496"	x	19.567"	4C		2	

Total Media Cost	**$25,213.02**

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide In-Language Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$1,680.00**
	TOTAL ADVERTISING COSTS		**$26,893.02**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-02-22**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority (GCPE or Ministry) **Date:** **2021-02-22**

Signature/Print Name: **Nammi Poorooshasb**

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: **Ministry Branch Mailing Address**
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 DIGITAL ADVERTISING PLACEMENT ORDER

VIZEUM CANADA INC.

MINISTRY/CLIENT #: GCPE
CAMPAIGN NAME: Covid Marathon - In-Language
FLIGHT DATES: Mar 3 - 31
TARGET AUDIENCE: Various (see below)
REVISION COMMENT:

DATE: 01-Mar-21
APO #: A4395
VERSION: Original
MEDIA BUYER: Dana Gabat
CONTRACT #: C21GCPE002
iProspect (Vizeum)

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPC	# of Weeks	Estimated Impressions / Clicks	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Mar 3 - 31	Standard Display	TBD		4		
Programmatic	Mandarin (Simplified Chinese)	Mar 3 - 31	Standard Display	TBD		4		
Programmatic	Punjabi (South Asian)	Mar 3 - 31	Standard Display	TBD		4		
SingTao Website	Cantonese (Traditional Chinese)	Mar 3 - 31	Standard Display	TBD		4		
MingPao Website	Cantonese (Traditional Chinese)	Mar 3 - 31	Standard Display	TBD		4		
MingPao App	Cantonese (Traditional Chinese)	Mar 3 - 31	Standard Display	TBD		4		
Riseweekly.com	Mandarin (Simplified Chinese)	Mar 3 - 31	Standard Display	TBD		4		
Vanpeople.com	Mandarin (Simplified Chinese)	Mar 3 - 31	Standard Display	TBD		4		
Desibuzzbc.com	South Asian	Mar 3 - 31	Standard Display	TBD		4		
Darpanmagazine.com	South Asian	Mar 3 - 31	Standard Display	TBD		4		

Total Ad Cost **$17,000**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$525**

TOTAL **$17,525**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-03-01

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-03-01

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	February 26
CAMPAIGN NAME:	Covid19 80Plus In-language Print	**CPC #:**	
MEDIUM:	In-Language Newspaper	**APO #:**	A4398
FLIGHT DATES:	March 8th - March 31st	**VERSION:**	Original
UNIT:	Half Page (Vertical) or Junior	**MEDIA BUYER:**	
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001
		iProspect (Vizeum)	

SECTION 1 AD COSTING

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								NR		NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	55,000	Wed Mar 24, Mar 31	8.27"	x	13.622"	4C		2	
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	55,000	Sun Mar 14, Mar 21	8.27"	x	13.622"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	45,000	Tue Mar 23, Mar 30	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	45,000	Sat Mar 13, Mar 20	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	N/A	Sat Mar 13, Mar 20	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED										
Lower Mainland	CANADIAN CITY POST	25,000	Fri Mar 12, Mar 19, Mar 25	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	N/A	Fri Mar 12, Mar 19, Mar 25	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	25,000	Fri Mar 12, Mar 19, Mar 25	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	12,000	Sat Mar 13, Mar 20, Mar 26	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI										
Lower Mainland	PUNJABI JOURNAL	25,000	Fri Mar 12, Mar 19, Mar 25	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	22,000	Fri Mar 12, Mar 19, Mar 25	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	22,000	Fri Mar 12, Mar 19, Mar 25	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	25,000	Fri Mar 12, Mar 19, Mar 25	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	23,000	Fri Mar 12, Mar 19, Mar 25	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	N/A	Fri Mar 12, Mar 19, Mar 25	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	25,000	Sat Mar 13, Mar 20, Mar 26	5"	x	14.5"	4C		3	
Lower Mainland	THE PUNJAB LINK	25,000	Sat Mar 13, Mar 20, Mar 26	5"	x	14"	4C		3	
SOUTH ASIAN NEWSPAPERS - ENGLISH										
Lower Mainland	ASIAN JOURNAL	25,000	Fri Mar 12, Mar 19, Mar 25	5"	x	13"	4C		3	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	25,000	Sat Mar 13, Mar 20, Mar 26	5"	x	14.25"	4C		3	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	28,000	Sat Mar 13, Mar 20, Mar 26	5"	x	14.5"	4C		3	
Lower Mainland	INDO-CANADIAN, THE LINK	25,000	Sat Mar 13, Mar 20, Mar 26	5"	x	14"	4C		3	
FARSI NEWSPAPERS - PERSIAN										
Lower Mainland	Hamyaari **Bi-weekly**	1,700	Fri Mar 19	5"	x	13"	4C		1	
Lower Mainland	Daneshmand Weekly	5,000	Fri Mar 12, Mar 25	5"	x	14.25"	4C		2	
Lower Mainland	Salam Vancouver Weekly	5,000	Fri Mar 19	5"	x	14.5"	4C		2	
Lower Mainland	Dan Magazine	5,000	Fri Mar 12, Mar 25	5"	x	14"	4C		2	
FILIPINO NEWSPAPERS - ENGLISH										
Lower Mainland	Filipino Post Weekly	25,000	Thu Mar 4, Mar 11	4.89"	x	14.5"	4C		3	
Lower Mainland	Philipine Asian News Today Bi-weekly	N/A	Thu Mar 4, Mar 11	5"	x	13"	4C		1	
Lower Mainland	Philipine Showbiz Today Bi-weekly	N/A	Thu Mar 4, Mar 11	5"	x	13"	4C		2	
KOREAN NEWSPAPERS - KOREAN										

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Ad	Insertions	Total Cost
Lower Mainland	hankookin (Korean News)	5,250	Fri Feb 26, Mar 12	9.45"	x	14.76"	4C	NR	2	NR
Lower Mainland	Joongang (Korea Daily)	N/A	Fri Mar 5, Mar 12	11.496"	x	10.394"	4C		2	
Lower Mainland	Kyocharo Newspaper	N/A	Fri Mar 5, Mar 12	4.625"	x	13.6"	4C		2	
Lower Mainland	Vanchosun (Korean Press)	4,000	Sat Feb 27, Wed Mar 10	6.496"	x	19.567"	4C		2	

Total Media Cost **$49,462.38**

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide In-Language Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$1,575.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS **$51,037.38**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-03-05

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2021-03-05

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020 / 21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	Mar. 10, 2021
CAMPAIGN NAME:	Covid 19 - Phase 4 Print (Mar.15 - 31)	**CPC#:**	531219-21-GCPE87
MEDIUM:	Print	**APO#:**	**A4401**
FLIGHT DATES:	Mar. 15 - 31	**VERSION:**	Original
UNIT:	1/2pg Horizontal	**MEDIA BUYER:**	Stefani Kovacevic
REVISION COMMENT:		**CONTRACT:**	C21GCPE001
			iProspect (Vizeum)

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	10.333	x	6.000	8	x	84.0	672	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	10.333	x	6.000	8	x	84.0	672				4C		2	
Aldergrove Star	28,127	10.333	x	6.000	8	x	84.0	672				4C		2	
Chilliwack Progress	13,041	10.333	x	6.000	8	x	84.0	672				4C		2	
Cloverdale Reporter	1,840	10.333	x	6.000	8	x	84.0	672				4C		2	
Hope Standard	28,521	10.333	x	6.000	8	x	84.0	672				4C		2	
Langley Advance Times	30,311	10.333	x	6.000	8	x	84.0	672				4C		2	
Maple Ridge/Pitt Meadows News	10,921	10.333	x	6.000	8	x	84.0	672				4C		2	
Mission Record	12,750	10.333	x	6.000	8	x	84.0	672				4C		2	
North Delta Reporter	28,414	10.333	x	6.000	8	x	84.0	672				4C		2	
Peace Arch News (White Rock)	66,000	10.333	x	6.000	8	x	84.0	672				4C		2	
Surrey Now Leader	54,541	10.333	x	6.000	8	x	84.0	672				4C		2	
Alberni Valley News	9,392	10.333	x	6.000	8	x	84.0	672				4C		2	
Campbell River Mirror	17,134	10.333	x	6.000	8	x	84.0	672				4C		2	
Chemainus Valley Courier	3,663	10.333	x	6.000	8	x	84.0	672				4C		2	
Comox Valley Record	21,581	10.333	x	6.000	8	x	84.0	672				4C		2	
Cowichan Valley Citizen (Duncan)	21,195	10.333	x	6.000	8	x	84.0	672				4C		2	
Ladysmith Chronicle	4,187	10.333	x	6.000	8	x	84.0	672				4C		2	
Lake Cowichan Gazette	381	10.333	x	6.000	8	x	84.0	672				4C		2	
Nanaimo News Bulletin	31,492	10.333	x	6.000	8	x	84.0	672				4C		2	
North Island Gazette	1,028	10.333	x	6.000	8	x	84.0	672				4C		2	
Parksville Qualicum News	16,492	10.333	x	6.000	8	x	84.0	672				4C		2	
Tofino/Ucluelet Westerly News	794	10.333	x	6.000	8	x	84.0	672				4C		2	
Goldstream News Gazette	17,808	10.333	x	6.000	8	x	84.0	672				4C		2	
Oak Bay News	6,015	10.333	x	6.000	8	x	84.0	672				4C		2	
Peninsula News Review	14,481	10.333	x	6.000	8	x	84.0	672				4C		2	
Saanich News	30,687	10.333	x	6.000	8	x	84.0	672				4C		2	
Victoria News	24,763	10.333	x	6.000	8	x	84.0	672				4C		2	
Sooke News Mirror	5,852	10.333	x	6.000	8	x	84.0	672				4C		2	
100 Mile House Free Press	1,358	10.333	x	6.000	8	x	84.0	672				4C		2	
Bella Coola Coast Mountain News	228	10.333	x	6.000	8	x	84.0	672				4C		1	
Burns Lake District News	1,089	10.333	x	6.000	8	x	84.0	672				4C		2	
Fort St. James Caledonia Courier	405	10.333	x	6.000	8	x	84.0	672				4C		2	
Houston Today	602	10.333	x	6.000	8	x	84.0	672				4C		2	
Kitimat Northern Sentinel	822	10.333	x	6.000	8	x	84.0	672				4C		2	
Prince Rupert Northern View	4,884	10.333	x	6.000	8	x	84.0	672				4C		2	
Quesnel Cariboo Observer	1,057	10.333	x	6.000	8	x	84.0	672				4C		2	
Smithers Interior News	2,155	10.333	x	6.000	8	x	84.0	672				4C		2	
Terrace Standard	8,759	10.333	x	6.000	8	x	84.0	672				4C		2	
Vanderhoof Omineca Express	763	10.333	x	6.000	8	x	84.0	672				4C		2	
Stuart Nechako Advertiser (Vanderhoof)	2,913	10.333	x	6.000	8	x	84.0	672				4C		2	
Williams Lake Tribune	8,660	10.333	x	6.000	8	x	84.0	672				4C		2	
Ashcroft Cache Creek Journal	615	10.333	x	6.000	8	x	84.0	672				4C		2	
Barriere North Thompson Journal	1,486	10.333	x	6.000	8	x	84.0	672				4C		2	
Castlegar News	6,587	10.333	x	6.000	8	x	84.0	672				4C		2	
Clearwater North Thompson Times	580	10.333	x	6.000	8	x	84.0	672				4C		2	
Cranbrook Townsman	1,457	10.333	x	6.000	8	x	84.0	672				4C		2	
Creston Valley Advance	2,161	10.333	x	6.000	8	x	84.0	672				4C		2	
East Kootenay Extra (Cranbook & Kimberley)	14,805	10.333	x	6.000	8	x	84.0	672				4C		2	
Fernie Free Press	5,815	10.333	x	6.000	8	x	84.0	672				4C		2	
Golden Star	1,400	10.333	x	6.000	8	x	84.0	672				4C		2	
Grand Forks Gazette	2,116	10.333	x	6.000	8	x	84.0	672				4C		2	
Greenwood Boundary Creek Times	348	10.333	x	6.000	8	x	84.0	672				4C		2	
Columbia Valley Pioneer	4,400	10.33	x	7.000	6	x	98.0	588				4C		2	
Kelowna Capital News	33,362	10.333	x	6.000	8	x	84.0	672				4C		2	
Keremeos Review	1,300	10.333	x	6.000	8	x	84.0	672				4C		2	
Kimberley Bulletin	827	10.333	x	6.000	8	x	84.0	672				4C		2	
Nakusp Arrow Lakes News	421	10.333	x	6.000	8	x	84.0	672				4C		2	
Nelson Star	8,754	10.333	x	6.000	8	x	84.0	672				4C		2	
Penticton Western News	18,869	10.333	x	6.000	8	x	84.0	672				4C		2	
Princeton Similkameen Spotlight	983	10.333	x	6.000	8	x	84.0	672				4C		2	
Revelstoke Times Review	1,071	10.333	x	6.000	8	x	84.0	672				4C		2	
Rossland News	1,200	10.333	x	6.000	8	x	84.0	672				4C		2	
Lakeshore Shuswap Market News	11,971	10.333	x	6.000	8	x	84.0	672				4C		2	
Salmon Arm Observer	2,119	10.333	x	6.000	8	x	84.0	672				4C		2	
Sicamous Eagle Valley News	428	10.333	x	6.000	8	x	84.0	672				4C		2	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Summerland Review	1,750	10.333	x	6.000	8	x	84.0	672	NR			4C	NR	2	NR
Trail Daily Times	2,366	10.333	x	6.000	8	x	84.0	672				4C		2	
Vernon Morning Star	27,310	10.333	x	6.000	8	x	84.0	672				4C		2	
West Kelowna News	9,253	10.333	x	6.000	8	x	84.0	672				4C		2	
West Kootenay Advertiser	18,364	10.333	x	6.000	8	x	84.0	672				4C		2	
Winfield Lake Country Calendar	4,200	10.333	x	6.000	8	x	84.0	672				4C		2	
Sunshine Coast - The Local	10,730	10.375	x	7.500	6	x	105.0	630				4C		2	
Gulf Islands Driftwood	2,516	10.25	x	7.000	10	x	98.0	980				4C		2	
Kamloops This Week	30,417	4.875	x	8.000	8	x	84	672				4C		2	
Merritt Herald	5,300	4.875	x	6.000	8	x	84	672				4C		2	
Times Chronicle - Oliver & Osoyoos	2,000	10.33	x	6.000	6	x	84	504				4C		2	
Burnaby Now	44,165	9.875	x	6.000	6	x	84	504				4C		2	
New Westminster Record	16,946	9.875	x	6.000	6	x	84	504				4C		2	
Tri City News	52,000	9.875	x	6.000	6	x	84	504				4C		2	
Delta Optimist	17,000	9.875	x	6.000	6	x	84	504				4C		2	
North Shore News	60,000	9.875	x	6.000	6	x	84	504				4C		2	
Richmond News	46,464	9.875	x	6.000	6	x	84	504				4C		2	
Vancouver is Awesome	111,200	9.875	x	6.000	6	x	84	504				4C		2	
Bowen Island Undercurrent	1,150	9.875	x	6.000	6	x	84	504				4C		2	
Bridge River Lillooet News	1,200	10.25	x	6.786	6	x	95	570				4C		2	
Coast Reporter - Sunshine Coast	11,670	9.75	x	6.571	6	x	92	552				4C		2	
Peak Midweek	6,800	10.25	x	6.000	6	x	84	504				4C		2	
Powell River Peak	3,000	10.25	x	6.000	6	x	84	504				4C		2	
Squamish Chief	8,000	9.875	x	6.643	6	x	93	558				4C		2	
Pique Newsmagazine	12,500	9.125	x	9.330	4	x	86	344				4C		2	
Kelowna Daily Courier	8,275	10.444	x	10.071	10	x	141	1,410				4C		2	
Westside Weekly	11,523	10.444	x	10.071	10	x	141	1,410				4C		2	
Lumby Valley Times	2,200	10.25	x	8.125	6	x	84	504				4C		2	
Northern Horizon	16,500	9.448	x	6.429	6	x	90	540				4C		1	
Okanagan Advertiser	5,000	5.5	x	5.143	7	x	72	504				4C		2	
Peachland View	3,200	10.33	x	6.143	6	x	86	516				4C		2	
Penticton Herald	4,555	10.444	x	10.071	10	x	141	1,410				4C		2	
Gabriola Sounder	2,800	10.25	x	7.714	6	x	108	648				4C		2	
Victoria Times Colonist (Subscribers)	40,028	10.5	x	10.857	10	x	152	1,520				4C		2	
Dawson Creek Mirror	9,385	9.4488	x	6.214	10	x	87	870				4C		2	
Fort Nelson News	2,300	10.248	x	10.500	8	x	147	1,176				4C		2	
Fort St. John Alaska Highway News - TMC	10,391	9.842	x	9.714	10	x	136	1,360				4C		2	
Prince George Citizen (MODULAR SIZES)	17,500	9.875	x	6.000	6	x	84	504				4C		2	
Rocky Mountain Valley Goat	750	10.25	x	7.714	6	x	108	648				4C		2	
Vancouver Sun (Fixed MOD Sizes)	114,452	10.34	x	10.214	10	x	143	1,430				4C		2	
The Province (Fixed MOD Sizes)	88,100	10.34	x	5.714	10	x	80	800				4C		2	
													TOTAL NET COST		$223,684.38

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,150.00
		TOTAL ADVERTISING COSTS	$226,834.38

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-03-10

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-03-10

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY: GCPE
CAMPAIGN NAME: COVID 19 - 80Plus / Generic Underway
MEDIUM: In-Language Radio
FLIGHT DATES: Mar 15 - 31, 2021
UNIT: :30's

DATE: March 18, 2021
CPC # 531219-21-GCPE90
APO #: **A4403**
VERSION: V2
MEDIA BUYER:
CONTRACT #: C21GCPE001
iProspect (Vizeum)

SECTION 1 - AD COSTING

MARKETS	RECOMMENDED STATIONS	Flight Dates	Net :30 CPP/SPOT	Weight GRP's / Occn	COST 1st WEEK - Mar 15, Mar 19 - 21	COST 2nd WEEK - Mar 23 to Mar 28	COST 3rd WEEK - Mar 29 to Mar 31	# of Weeks	Total Net Radio
CHINESE			NR		NR				NR
	CHMB (Cantonese, Mandarin) - AM1320								
	Cantonese - MO-SA / 6A-7P	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**60**				**3**	
	Mandarin - MO-SA / 7P-12A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**60**				**3**	
CHINESE	CJVB (Cantonese) - AM1470								
	Cantonese - MO-SA / 6A-12A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**60**				**3**	
CHINESE	CHKGFM (Mandarin) - FM 96.1								
	Mandarin - MO-SUN / 3P-12A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**68**				**3**	
								CHINESE TOTAL:	**$12,682.00**
SOUTH ASIAN	SPICE AM1200								
	MON - SAT BREAKFAST / 6A-10A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**33**				**3**	NR
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**33**				**3**	
SOUTH ASIAN	RED FM (CKYE)								
	MON - SUN BREAKFAST / 7A-11A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**37**				**3**	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**37**				**3**	
SOUTH ASIAN	CJCN FM - Connect FM91.5								
	MON - SUN BREAKFAST / 7A-10A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**37**				**3**	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**37**				**3**	
SOUTH ASIAN	Sher-e-Punjab AM600								
	MON - SUN ROTATIONAL / 6A-12A	Mon Mar 15, Fri Mar 19 - Sun Mar 21 Tue Mar 23- Sun Mar 28 Mon Mar 29- Wed Mar 31		**54**				**3**	
								PUNJABI TOTAL:	**$16,506.30**
								TOTAL NET RADIO:	**$29,188.30**

2020/21 TRADITIONAL ADVERTISING PLACEMENT ORDER

MINISTRY:	GCPE	**DATE:**	March 18, 2021
CAMPAIGN NAME:	COVID 19 - 80Plus / Generic Underway	**CPC #**	531219-21-GCPE90
MEDIUM:	In-Language Radio	**APO #:**	**A4403**
FLIGHT DATES:	Mar 15 - 31, 2021	**VERSION:**	V2
UNIT:	:30's	**MEDIA BUYER:**	
		CONTRACT #:	C21GCPE001
		iProspect (Vizeum)	
		TOTAL MEDIA COST (NET$):	**$29,188.30**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Media planning, buying , ongoing buy maintence and reconcilliation.

CLIENT SERVICE	HOURS	AMOUNT
Account Manager/Alternate	NR	
Accounting/Admin		
Media Director		
Media Planner		
Media Buyer		
Trafficking		
Additional Costs		
Subcontractor		
Total Agency Fees		**$2,100.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER $31,288.30

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2021-03-22

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority _____ **Date:** 2021-03-22

(GCPE or Ministry) **Signature/Print Name:** Dawn Stewart

STOB:
GCPE 67 ☒
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	05/27/2021
CAMPAIGN NAME:	Phase 5 C19 VR	**CPC #**	531219-22-GCPE01
MEDIUM:	Television - ENG	**APO #:**	**A4405**
FLIGHT DATES:	Monday, April 12 - Sunday May 9, 2021 (4 Weeks) / Fri May 13 - Sun May 23	**VERSION:**	V2
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Mon Apr 12 - Sun May 9	NR	180	NR	**4**	NR
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Fri May 13 - Sun May 23		180		**1.6**	
Kelowna	CHBC, CHANKELG	Mon Apr 12 - Sun May 9		130		**4**	
Kelowna	CHBC, CHANKELG	Fri May 13 - Sun May 23		130		**1.6**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Apr 12 - Sun May 9		130		**4**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Fri May 13 - Sun May 23		130		**1.6**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Apr 12 - Sun May 9		100		**4**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Fri May 13 - Sun May 23		100		**1.6**	
Dawson Creek	CJDC, CHAN-DAC	Mon Apr 12 - Sun May 9		100		**4**	

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	05/27/2021
CAMPAIGN NAME:	Phase 5 C19 VR	**CPC #**	531219-22-GCPE01
MEDIUM:	Television - ENG	**APO #:**	**A4405**
FLIGHT DATES:	Monday, April 12 - Sunday May 9, 2021 (4 Weeks) / Fri May 13 - Sun May 23	**VERSION:**	V2
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

			NR	NR		NR
Dawson Creek	CJDC, CHAN-DAC	Fri May 13 - Sun May 23		100	**1.6**	
Kootenays	CHANKOOG	Mon Apr 12 - Sun May 9		100	**4**	
Kootenays	CHANKOOG	Fri May 13 - Sun May 23		100	**1.6**	
					Total Ad Cost	**$806,506.68**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	05/27/2021
CAMPAIGN NAME:	Phase 5 C19 VR	**CPC #**	531219-22-GCPE01
MEDIUM:	Television - ENG	**APO #:**	**A4405**
FLIGHT DATES:	Monday, April 12 - Sunday May 9, 2021 (4 Weeks) / Fri May 13 - Sun May 23	**VERSION:**	V2
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Back and forth emails with BC GOV, Media planning, buying , ongoing buy maintence and reconcilliation. Future adjustments and changes will incur additional hours.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$4,882.50**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$811,389.18**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-05-31

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2021-05-31

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	18-May-21
CAMPAIGN NAME:	Covid-19 - April - May	**APO #:**	**A4506**
FLIGHT DATES:	Apr 1 - May 30 (TBD)	**VERSION:**	R1
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
					NR		NR	
Programmatic	**BC, 18+**	**Apr 1 - May 30 (TBD)**	:15s video	TBD		6		
YouTube	**BC, 18+**	**Apr 1 - May 30 (TBD)**	:15s video	TBD		6		
Programmatic	**BC, 18+**	**Apr 1 - May 30 (TBD)**	Standard Display	TBD		6		
Facebook / IG	**BC, 18+**	**Apr 1 - May 30 (TBD)**	In-feed / stories: Video	TBD		6		
Twitter	**BC, 18+**	**Apr 1 - May 30 (TBD)**	Video	TBD		6		
Google Adwords	**Keywords TBC**	**Apr 1 - May 30 (TBD)**	Ad Copy to be provided	General		3		
Google Adwords	**Keywords TBC**	**Apr 1 - May 30 (TBD)**	Ad Copy to be provided	Vaccine		3		
							Total Ad Cost	**$550,000**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$19,950**
			TOTAL	**$569,950**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-05-20**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority: **Date:** **2021-05-20**
(GCPE or Ministry)

Signature/Print Name: **Nammi Poorooshasb**

STOB:		
GCPE 67	☑	**STOB 68 BILLING TO:** ***Ministry Branch Mailing Address***
MINISTRY 67	☐	**BILLING CONTACT:**
MINISTRY 68	☐	**EMAIL :**
		STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	31-Mar
CAMPAIGN NAME:	Covid-19 Vaccine Rollout - English	**CPC#:**	531219-22-GCPE03
MEDIUM:	Print	**APO#:**	**A4507**
FLIGHT DATES:	w/o April 5 & 12	**VERSION:**	Original
UNIT:	1/3 Vertical	**MEDIA BUYER:**	Jordan Sykes
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	6.417	x	10.000	5	x	140	700	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	6.417	x	10.000	5	x	140	700				4C		2	
Aldergrove Star	28,127	6.417	x	10.000	5	x	140	700				4C		2	
Chilliwack Progress	13,041	6.417	x	10.000	5	x	140	700				4C		2	
Cloverdale Reporter	1,840	6.417	x	10.000	5	x	140	700				4C		2	
Hope Standard	28,521	6.417	x	10.000	5	x	140	700				4C		2	
Langley Advance Times	30,311	6.417	x	10.000	5	x	140	700				4C		2	
Maple Ridge/Pitt Meadows News	10,921	6.417	x	10.000	5	x	140	700				4C		2	
Mission Record	12,750	6.417	x	10.000	5	x	140	700				4C		2	
North Delta Reporter	28,414	6.417	x	10.000	5	x	140	700				4C		2	
Peace Arch News (White Rock)	66,000	6.417	x	10.000	5	x	140	700				4C		2	
Surrey Now Leader	54,541	6.417	x	10.000	5	x	140	700				4C		2	
Alberni Valley News	9,392	6.417	x	10.000	5	x	140	700				4C		2	
Campbell River Mirror	17,134	6.417	x	10.000	5	x	140	700				4C		2	
Chemainus Valley Courier	3,663	6.417	x	10.000	5	x	140	700				4C		2	
Comox Valley Record	21,581	6.417	x	10.000	5	x	140	700				4C		2	
Cowichan Valley Citizen (Duncan)	21,195	6.417	x	10.000	5	x	140	700				4C		2	
Ladysmith Chronicle	4,187	6.417	x	10.000	5	x	140	700				4C		2	
Lake Cowichan Gazette	381	6.417	x	10.000	5	x	140	700				4C		2	
Nanaimo News Bulletin	31,492	6.417	x	10.000	5	x	140	700				4C		2	
North Island Gazette	1,028	6.417	x	10.000	5	x	140	700				4C		2	
Parksville Qualicum News	16,492	6.417	x	10.000	5	x	140	700				4C		2	
Tofino/Ucluelet Westerly News	794	6.417	x	10.000	5	x	140	700				4C		2	
Goldstream News Gazette	17,808	6.417	x	10.000	5	x	140	700				4C		2	
Oak Bay News	6,015	6.417	x	10.000	5	x	140	700				4C		2	
Peninsula News Review	14,481	6.417	x	10.000	5	x	140	700				4C		2	
Saanich News	30,687	6.417	x	10.000	5	x	140	700				4C		2	
Victoria News	24,763	6.417	x	10.000	5	x	140	700				4C		2	
Sooke News Mirror	5,852	6.417	x	10.000	5	x	140	700				4C		2	
100 Mile House Free Press	1,358	6.417	x	10.000	5	x	140	700				4C		2	
Bella Coola Coast Mountain News	228	6.417	x	10.000	5	x	140	700				4C		1	
Burns Lake District News	1,089	6.417	x	10.000	5	x	140	700				4C		2	
Fort St. James Caledonia Courier	405	6.417	x	10.000	5	x	140	700				4C		2	
Houston Today	602	6.417	x	10.000	5	x	140	700				4C		2	
Kitimat Northern Sentinel	822	6.417	x	10.000	5	x	140	700				4C		2	
Prince Rupert Northern View	4,884	6.417	x	10.000	5	x	140	700				4C		2	
Quesnel Cariboo Observer	1,057	6.417	x	10.000	5	x	140	700				4C		2	
Smithers Interior News	2,155	6.417	x	10.000	5	x	140	700				4C		2	
Terrace Standard	8,759	6.417	x	10.000	5	x	140	700				4C		2	
Vanderhoof Omineca Express	763	6.417	x	10.000	5	x	140	700				4C		2	
Stuart Nechako Advertiser (Vanderhoof)	2,913	6.417	x	10.000	5	x	140	700				4C		2	
Williams Lake Tribune	8,660	6.417	x	10.000	5	x	140	700				4C		2	
Ashcroft Cache Creek Journal	615	6.417	x	10.000	5	x	140	700				4C		2	
Barriere North Thompson Journal	1,486	6.417	x	10.000	5	x	140	700				4C		2	
Castlegar News	6,587	6.417	x	10.000	5	x	140	700				4C		2	
Clearwater North Thompson Times	580	6.417	x	10.000	5	x	140	700				4C		2	
Cranbrook Townsman	1,457	6.417	x	10.000	5	x	140	700				4C		2	
Creston Valley Advance	2,161	6.417	x	10.000	5	x	140	700				4C		2	
East Kootenay Extra (Cranbook & Kimberley)	14,805	6.417	x	10.000	5	x	140	700				4C		2	
Fernie Free Press	5,815	6.417	x	10.000	5	x	140	700				4C		2	
Golden Star	1,400	6.417	x	10.000	5	x	140	700				4C		2	
Grand Forks Gazette	2,116	6.417	x	10.000	5	x	140	700				4C		2	
Greenwood Boundary Creek Times	348	6.417	x	10.000	5	x	140	700				4C		2	
Columbia Valley Pioneer	4,400	6.8	x	10.000	4	x	140	560				4C		2	
Kelowna Capital News	33,362	6.417	x	10.000	5	x	140	700				4C		2	
Keremeos Review	1,300	6.417	x	10.000	5	x	140	700				4C		2	
Kimberley Bulletin	827	6.417	x	10.000	5	x	140	700				4C		2	
Nakusp Arrow Lakes News	421	6.417	x	10.000	5	x	140	700				4C		2	
Nelson Star	8,754	6.417	x	10.000	5	x	140	700				4C		2	
Penticton Western News	18,869	6.417	x	10.000	5	x	140	700				4C		2	
Princeton Similkameen Spotlight	983	6.417	x	10.000	5	x	140	700				4C		2	
Revelstoke Times Review	1,071	6.417	x	10.000	5	x	140	700				4C		2	
Rossland News	1,200	6.417	x	10.000	5	x	140	700				4C		2	
Lakeshore Shuswap Market News	11,971	6.417	x	10.000	5	x	140	700				4C		2	
Salmon Arm Observer	2,119	6.417	x	10.000	5	x	140	700				4C		2	
Sicamous Eagle Valley News	428	6.417	x	10.000	5	x	140	700				4C		2	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Summerland Review	1,750	6.417	x	10.000	5	x	140	700	NR			4C	NR	2	NR
Trail Daily Times	2,366	6.417	x	10.000	5	x	140	700				4C		2	
Vernon Morning Star	27,310	6.417	x	10.000	5	x	140	700				4C		2	
West Kelowna News	9,253	6.417	x	10.000	5	x	140	700				4C		2	
West Kootenay Advertiser	18,364	6.417	x	10.000	5	x	140	700				4C		2	
Winfield Lake Country Calendar	4,200	6.417	x	10.000	5	x	140	700				4C		2	
Sunshine Coast - The Local	10,730	6.75	x	10.000	4	x	140	560				4C		2	
Gulf Islands Driftwood	2,516	6.1	x	8.500	6	x	119	714				4C		2	
Kamloops This Week	30,417	4.875	x	8.000	4	x	112	448				4C		2	
Merritt Herald	5,300	4.875	x	8.000	4	x	112	448				4C		2	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	8.214	3	x	115	345				4C		2	
Burnaby Now	44,165	6.528	x	10.000	4	x	140	560				4C		2	
New Westminster Record	16,946	6.528	x	10.000	4	x	140	560				4C		2	
Tri City News	52,000	6.528	x	10.000	4	x	140	560				4C		2	
Delta Optimist	17,000	6.528	x	10.000	4	x	140	560				4C		2	
North Shore News	60,000	6.528	x	10.000	4	x	140	560				4C		2	
Richmond News	46,464	6.528	x	10.000	4	x	140	560				4C		2	
Vancouver is Awesome	111,200	6.528	x	10.000	4	x	140	560				4C		2	
Bowen Island Undercurrent	1,150	6.528	x	10.000	4	x	140	560				4C		2	
Bridge River Lillooet News	1,200	6.777	x	10.000	4	x	140	560				4C		2	
Coast Reporter - Sunshine Coast	11,670	6.44	x	10.000	4	x	140	560				4C		2	
Peak Midweek	6,800	6.778	x	10.000	4	x	140	560				4C		2	
Powell River Peak	3,000	6.778	x	10.000	4	x	140	560				4C		2	
Squamish Chief	8,000	4.85	x	6.643	3	x	93	279				4C		2	
Pique Newsmagazine	12,500	4.48	x	9.330	2	x	131	262				4C		2	
Kelowna Daily Courier	8,275	5.167	x	13.286	5	x	186	930				4C		2	
Westside Weekly	11,523	5.167	x	13.286	5	x	186	930				4C		2	
Lumby Valley Times	2,200	5.075	x	8.125	3	x	114	342				4C		2	
Northern Horizon	16,500	6.247	x	6.286	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	5.5	x	6.000	4	x	84	336				4C		2	
Peachland View	3,200	6.83	x	10.000	4	x	140	560				4C		2	
Penticton Herald	4,555	5.167	x	13.286	5	x	186	930				4C		2	
Gabriola Sounder	2,800	6.7	x	10.000	4	x	140	560				4C		2	
Victoria Times Colonist (Subscribers)	40,028	6.267	x	12.071	6	x	169	1,014				4C		2	
Dawson Creek Mirror	9,385	4.6544	x	8.357	5	x	117	585				4C		2	
Fort Nelson News	2,300	7.686	x	9.357	6	x	131	786				4C		2	
Fort St. John Alaska Highway News - TMC	10,391	6.847	x	10.000	7	x	140	980				4C		2	
Prince George Citizen (MODULAR SIZES)	17,500	4.854	x	12.000	3	x	168	504				4C		2	
Rocky Mountain Valley Goat	750	6.778	x	10.000	4	x	140	560				4C		2	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	13.643	5	x	191	955				4C		2	
The Province (Fixed MOD Sizes)	88,100	5.095	x	7.571	5	x	106	530				4C		2	
													TOTAL NET COST		$210,124.80

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$4,200.00
		TOTAL ADVERTISING COSTS	$214,324.80

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-03-31

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-03-31

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	30-Mar-21
CAMPAIGN NAME:	Covid 19 - In-Language - April	**APO #:**	**A4508**
FLIGHT DATES:	April 1 - 30, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPC	# of Weeks	Estimated Impressions / Clicks	Total Net Cost
Programmatic	Cantonese (Traditional Chinese)	Thurs Apr 1 - Tue Apr 6	Standard Display	Seniors Facts	NR	1	NR	
Programmatic	Mandarin (Simplified Chinese)	Thurs Apr 1 - Tue Apr 6	Standard Display	Seniors Facts		1		
Programmatic	Punjabi (South Asian)	Thurs Apr 1 - Tue Apr 6	Standard Display	Seniors Facts		1		
Programmatic	Cantonese (Traditional Chinese)	Thurs Apr 1 - Fri Apr 30	Standard Display	PHO Orders		4		
Programmatic	Mandarin (Simplified Chinese)	Thurs Apr 1 - Fri Apr 30	Standard Display	PHO Orders		4		
Programmatic	Punjabi (South Asian)	Thurs Apr 1 - Fri Apr 30	Standard Display	PHO Orders		4		
Programmatic	Cantonese (Traditional Chinese)	Tue Apr 6 - Mon Apr 19	Standard Display	Booking steps		2		
Programmatic	Mandarin (Simplified Chinese)	Tue Apr 6 - Mon Apr 19	Standard Display	Booking steps		2		
Programmatic	Punjabi (South Asian)	Tue Apr 6 - Mon Apr 19	Standard Display	Booking steps		2		
							Total Ad Cost	**$17,100**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$525**
		TOTAL	**$17,625**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-03-31
Signature/Print Name: Kathyn LeSueur

Approved by Expense Authority: **Date:** 2021-03-31
(GCPE or Ministry)
Signature/Print Name: Dawn Stewart

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY: GCPE
CAMPAIGN NAME: Covid19 - Vaccine Rollout In-Language
MEDIUM: Print
FLIGHT DATES: April 5 - April 18, 2021
UNIT: Half Page (Vertical) or Junior
REVISION COMMENT:

DATE: March 30
CPC #: 531219-22-GCPE04
APO #: **A4510**
VERSION: Revision
MEDIA BUYER: Jordan Sykes
CONTRACT #: C21GCPE001

SECTION 1 AD COSTING

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS										
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	55,000	Thu Apr 8	8.27"	x	13.622"	4C	NR	1	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	55,000	Sat Apr 10, Apr 17	8.27"	x	13.622"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	45,000	Wed Apr 14	8.66"	x	14.173"	4C		1	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	45,000	Sun Apr 11, Apr 18	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	N/A	Sat Apr 10	8.66"	x	13.386"	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED										
Lower Mainland	CANADIAN CITY POST	25,000	Fri Apr 9, Apr 16	9.65"	x	6.18"	4C		2	
Lower Mainland	CANADIAN CHINESE EXPRESS	N/A	Fri Apr 9, Apr 16	5"	x	10.945"	4C		2	
Lower Mainland	RISE WEEKLY	25,000	Fri Apr 9, Apr 16	6.496"	x	9.764"	4C		2	
Lower Mainland	WEST CANADA WEEKLY	12,000	Sat Apr 10, Apr 17	4.921"	x	12.795"	4C		2	
SOUTH ASIAN NEWSPAPERS - PUNJABI										
Lower Mainland	PUNJABI JOURNAL	25,000	Fri Apr 9, Apr 16	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	22,000	Fri Apr 9, Apr 16	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	22,000	Fri Apr 9, Apr 16	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	25,000	Fri Apr 9, Apr 16	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	23,000	Fri Apr 9, Apr 16	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	N/A	Fri Apr 9, Apr 16	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	25,000	Sat Apr 10, Apr 17	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	25,000	Sat Apr 10, Apr 17	5"	x	14"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH										
Lower Mainland	ASIAN JOURNAL	25,000	Fri Apr 9, Apr 16	5"	x	13"	4C		2	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	25,000	Sat Apr 10, Apr 17	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	28,000	Sat Apr 10, Apr 17	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	25,000	Sat Apr 10, Apr 17	5"	x	14"	4C		2	
FARSI NEWSPAPERS - PERSIAN										
Lower Mainland	Hamyaari **Bi-weekly**	1,700	Fri Apr 16	5"	x	13"	4C		1	
Lower Mainland	Daneshmand Weekly	5,000	Fri Apr 16	5"	x	14.25"	4C		1	
Lower Mainland	Salam Vancouver Weekly	5,000	Fri Apr 16	5"	x	14.5"	4C		1	
Lower Mainland	Dan Magazine	5,000	Fri Apr 16	5"	x	14"	4C		1	
FILIPINO NEWSPAPERS - ENGLISH										
Lower Mainland	Filipino Post Weekly	25,000	Thu Apr 15	4.89"	x	14.5"	4C		1	
Lower Mainland	Philipine Asian News Today Bi-weekly	N/A	Wed Apr 14	5"	x	13"	4C		1	
KOREAN NEWSPAPERS - KOREAN										
Lower Mainland	hankookin (Korean News)	5,250	Fri Apr 16	9.45"	x	14.76"	4C		1	
Lower Mainland	Joongang (Korea Daily)	N/A	Fri Apr 16	11.496"	x	10.394"	4C		1	
Lower Mainland	Kyocharo Newspaper	N/A	Fri Apr 16	4.625"	x	13.6"	4C		1	
Lower Mainland	Vanchosun (Korean Press)	4,000	Sat Apr 17	6.496"	x	19.567"	4C		1	

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)	Colour	Net Cost Per Ad	Insertions	Total Cost
							Total Media Cost	**$33,748.90**

Region	Publication	Circulation	Insertion Dates	Ad Size (in) (Width x Hight)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

Planning, buying, inputting and reconciling province wide In-Language Nwsp buy

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,100.00**
		TOTAL ADVERTISING COSTS	**$35,848.90**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kathryn LeSueur **Date:** 2021-04-08

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) Dawn Stewart **Date:** 2021-04-08

Signature/Print Name: Dawn Stewart

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	19-May-21
CAMPAIGN NAME:	Covid 19 - Within Reach / PHO Orders / 40Plus / Booking Steps (Phase 2)	**APO #:**	**A4515**
FLIGHT DATES:	April 19 - May 31, 2021	**VERSION:**	V4
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions / Clicks	Total Net Cost
Programmatic	Cantonese (Traditional Chinese)	Mon April 19 - Mon May 31	:15s video	Within Reach (Cantonese VO)	NR	6	NR	
	Mandarin (Simplified Chinese)	Mon April 19 - Mon May 31	:15s video	Within Reach (Mandarin VO)		6		
	Punjabi (South Asian)	Mon April 19 - Mon May 31	:15s video	Within Reach (Punjabi VO)		6		
	Hindi (South Asian)	Mon April 19 - Mon May 31	:15s video	Within Reach (Hindi VO)		6		
	Korean	Mon April 19 - Mon May 31	:15s video	Within Reach (Eng VO w/ Korean subtitle)		6		
	Filipino	Mon April 19 - Mon May 31	:15s video	Within Reach (English VO)		6		
	Farsi	Mon April 19 - Mon May 31	:15s video	Within Reach (English VO w/ Farsi subtitle)		6		
YouTube	Cantonese (Traditional Chinese)	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (Cantonese VO)		6		
	Mandarin (Simplified Chinese)	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (Mandarin VO)		6		
	Punjabi (South Asian)	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (Punjabi VO)		6		
	Hindi (South Asian)	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (Hindi VO)		6		
	Korean	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (Eng VO w/ Korean subtitle)		6		
	Filipino	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (English VO)		6		
	Farsi	Mon April 19 - Mon May 31	:15s video skippable	Within Reach (EngVO w/ Farsi subtitle)		6		
Direct Buy - Dotoritv.com	Korean	Mon April 19 - Sun May 16	:15s pre-roll video	Within Reach (Eng VO w/ Korean subtitle)		4		
Direct Buy - TFC.TV / abs-cbnnews.com	Filipino	Mon April 19 - Sun May 16	:15s pre-roll video	Within Reach (English VO)		4		
Programmatic	Cantonese (Traditional Chinese)	Fri Apr 23 - Mon May 31	Standard Display	PHO Orders		5		
	Mandarin (Simplified Chinese)	Fri Apr 23 - Mon May 31	Standard Display	PHO Orders		5		
	Punjabi (South Asian)	Fri Apr 23 - Mon May 31	Standard Display	PHO Orders		5		
Programmatic	Cantonese (Traditional Chinese)	Tues May 4 - Mon May 31	Standard Display	Booking Steps (Phase 2)		4		
	Mandarin (Simplified Chinese)	Tues May 4 - Mon May 31	Standard Display	Booking Steps (Phase 2)		4		
	Punjabi (South Asian)	Tues May 4 - Mon May 31	Standard Display	Booking Steps (Phase 2)		4		
Social Media - FB/IG	Cantonese (Traditional Chinese)	Wed Apr 21 - Tue Apr 27	In-Feed / Stories	40Plus Neighborhood		1		
	Mandarin (Simplified Chinese)	Wed Apr 21 - Tue Apr 27	In-Feed / Stories	40Plus Neighborhood		1		
	Punjabi (South Asian)	Wed Apr 21 - Tue Apr 27	In-Feed / Stories	40Plus Neighborhood		1		
	Hindi (South Asian)	Wed Apr 21 - Tue Apr 27	In-Feed / Stories	40Plus Neighborhood		1		
							Total Ad Cost	**$113,000**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconciliation
Final reporting

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,050**
		TOTAL	**$114,050**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-05-20

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-05-20

STOB:		**STOB 68 BILLING TO:** ***Ministry Branch Mailing Address***
GCPE 67	☒	**BILLING CONTACT:**
MINISTRY 67		**EMAIL :**
MINISTRY 68		**STOB 67 BILLING TO:** gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	April 12, 2021
CAMPAIGN NAME:	Covid-19 (within reach)	**CPC #**	381219-22-GCPE13
MEDIUM:	In-Language TV	**APO #:**	**A4516**
FLIGHT DATES:	April 20 - May 3, 2021 (2 weeks)	**VERSION:**	Original
TARGET AUDIENCE:	A18+	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

STATION	DAYPART	FLIGHT DATES	Net Cost Occn.	WEEKLY OCCN	WEEKLY COST NET	NUMBER OF WEEKS	TOTAL COST NET
SOUTH ASIAN - PUNJABI							
SANJHA PUNJAB *Punjabi*	MO - SU Prime 6pm-11pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	NR	21	NR	2	NR
ATN - ALPHA PUNJABI *Punjabi*	MO - SU Prime 6pm-11pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		14		2	
ATN - PUNJABI PLUS *Punjabi*	MO - SU Prime 6pm-11pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		14		2	
SANJHA TV *Punjabi*	MO - SU Prime 8am-11am & 6pm-9:30pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		21		2	
Gurkebaani *Punjabi*	MO - SU Prime 5am-9m & 5pm-8pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		14		2	
ZEE TV - ALPHA ETC PUNJABI *Punjabi*	MO - SU Prime 5pm-10pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		21		2	
PRIME ASIA *Punjabi*	MO - SU 5pm-11pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		21		2	
OMNI TV *Punjabi*	MO-SU News Prime 6pm-10pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		14		2	
	SA Hockey Western Prime 7pm-10pm (Punjabi)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3		2		2	
					SOUTH ASIAN (PUNJABI & HINDI) TOTAL:		**$ 19,939.00**

CHINESE					
			NR	NR	NR
FAIRCHILD TV - TV 1 & TV 2 *Cantonese*	MO - SU Prime 6pm - 11pm	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	14	2	
LS Times TV *Cantonese*	MO - SU Prime 6pm - 12am	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	14	2	
OMNI TV *Cantonese*	MO - SU Prime 9pm - 10pm (Cantonese)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	7	2	
OMNI TV *Mandarin*	MO - SU News Prime 10pm - 11:00pm (Mandarin)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	7	2	
TALENTVISION TV *Mandarin*	MO - SU Prime 6pm - 11pm (Mandarin)	TU Apr 20 - MO May 26 TU Apr 27 - MO May 3	14	2	
				CHINESE (CANTONESE & MANDARIN) TOTAL:	**$ 23,157.40**
				TOTAL MEDIA COST NET$	**$ 43,096.40**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: **Media planning, buying , ongoing buy maintence and reconcilliation.**

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,625.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$45,721.40**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-04-14

Approved by Expense Authority (GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-04-14

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch EMail Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	22-Apr
CAMPAIGN NAME:	Covid-19 Phase 5	**CPC#:**	381219-22-GCPE14
MEDIUM:	Print	**APO#:**	A4517
FLIGHT DATES:	w/o April 26	**VERSION:**	Original
UNIT:	1/2 page Horizontal	**MEDIA BUYER:**	Stephanie Tagami
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	10.333	x	6.000	8	x	84.0	672	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	10.333	x	6.000	8	x	84.0	672				4C		1	
Aldergrove Star	28,127	10.333	x	6.000	8	x	84.0	672				4C		1	
Chilliwack Progress	13,041	10.333	x	6.000	8	x	84.0	672				4C		1	
Cloverdale Reporter	1,840	10.333	x	6.000	8	x	84.0	672				4C		1	
Hope Standard	28,521	10.333	x	6.000	8	x	84.0	672				4C		1	
Langley Advance Times	30,311	10.333	x	6.000	8	x	84.0	672				4C		1	
Maple Ridge/Pitt Meadows News	10,921	10.333	x	6.000	8	x	84.0	672				4C		1	
Mission Record	12,750	10.333	x	6.000	8	x	84.0	672				4C		1	
North Delta Reporter	28,414	10.333	x	6.000	8	x	84.0	672				4C		1	
Peace Arch News (White Rock)	66,000	10.333	x	6.000	8	x	84.0	672				4C		1	
Surrey Now Leader	54,541	10.333	x	6.000	8	x	84.0	672				4C		1	
Alberni Valley News	9,392	10.333	x	6.000	8	x	84.0	672				4C		1	
Campbell River Mirror	17,134	10.333	x	6.000	8	x	84.0	672				4C		1	
Chemainus Valley Courier	3,663	10.333	x	6.000	8	x	84.0	672				4C		1	
Comox Valley Record	21,581	10.333	x	6.000	8	x	84.0	672				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	10.333	x	6.000	8	x	84.0	672				4C		1	
Ladysmith Chronicle	4,187	10.333	x	6.000	8	x	84.0	672				4C		1	
Lake Cowichan Gazette	381	10.333	x	6.000	8	x	84.0	672				4C		1	
Nanaimo News Bulletin	31,492	10.333	x	6.000	8	x	84.0	672				4C		1	
North Island Gazette	1,028	10.333	x	6.000	8	x	84.0	672				4C		1	
Parksville Qualicum News	16,492	10.333	x	6.000	8	x	84.0	672				4C		1	
Tofino/Ucluelet Westerly News	794	10.333	x	6.000	8	x	84.0	672				4C		1	
Goldstream News Gazette	17,808	10.333	x	6.000	8	x	84.0	672				4C		1	
Oak Bay News	6,015	10.333	x	6.000	8	x	84.0	672				4C		1	
Peninsula News Review	14,481	10.333	x	6.000	8	x	84.0	672				4C		1	
Saanich News	30,687	10.333	x	6.000	8	x	84.0	672				4C		1	
Victoria News	24,763	10.333	x	6.000	8	x	84.0	672				4C		1	
Sooke News Mirror	5,852	10.333	x	6.000	8	x	84.0	672				4C		1	
100 Mile House Free Press	1,358	10.333	x	6.000	8	x	84.0	672				4C		1	
Bella Coola Coast Mountain News	228	10.333	x	6.000	8	x	84.0	672				4C		1	
Williams Lake Tribune	8,660	10.333	x	6.000	8	x	84.0	672				4C		1	
Ashcroft Cache Creek Journal	615	10.333	x	6.000	8	x	84.0	672				4C		1	
Barriere North Thompson Journal	1,486	10.333	x	6.000	8	x	84.0	672				4C		1	
Castlegar News	6,587	10.333	x	6.000	8	x	84.0	672				4C		1	
Clearwater North Thompson Times	580	10.333	x	6.000	8	x	84.0	672				4C		1	
Cranbrook Townsman	1,457	10.333	x	6.000	8	x	84.0	672				4C		1	
Creston Valley Advance	2,161	10.333	x	6.000	8	x	84.0	672				4C		1	
East Kootenay Extra (Cranbook & Kimberley)	14,805	10.333	x	6.000	8	x	84.0	672				4C		1	
Fernie Free Press	5,815	10.333	x	6.000	8	x	84.0	672				4C		1	
Golden Star	1,400	10.333	x	6.000	8	x	84.0	672				4C		1	
Grand Forks Gazette	2,116	10.333	x	6.000	8	x	84.0	672				4C		1	
Greenwood Boundary Creek Times	348	10.333	x	6.000	8	x	84.0	672				4C		1	
Columbia Valley Pioneer	4,400	7.717	x	7.000	6	x	98.0	588				4C		1	
Kelowna Capital News	33,362	10.333	x	6.000	8	x	84.0	672				4C		1	
Keremeos Review	1,300	10.333	x	6.000	8	x	84.0	672				4C		1	
Kimberley Bulletin	827	10.333	x	6.000	8	x	84.0	672				4C		1	
Nakusp Arrow Lakes News	421	10.333	x	6.000	8	x	84.0	672				4C		1	
Nelson Star	8,754	10.333	x	6.000	8	x	84.0	672				4C		1	
Penticton Western News	18,869	10.333	x	6.000	8	x	84.0	672				4C		1	
Princeton Similkameen Spotlight	983	10.333	x	6.000	8	x	84.0	672				4C		1	
Revelstoke Times Review	1,071	10.333	x	6.000	8	x	84.0	672				4C		1	
Rossland News	1,200	10.333	x	6.000	8	x	84.0	672				4C		1	
Lakeshore Shuswap Market News	11,971	0	x	6.000	8	x	84.0	672				4C		1	
Salmon Arm Observer	2,119	10.333	x	6.000	8	x	84.0	672				4C		1	
Sicamous Eagle Valley News	428	10.333	x	6.000	8	x	84.0	672				4C		1	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Summerland Review	1,750	10.333	x	6.000	8	x	84.0	672	NR			4C	NR	1	NR
Trail Daily Times	2,366	10.333	x	6.000	8	x	84.0	672				4C		1	
Vernon Morning Star	27,310	10.333	x	6.000	8	x	84.0	672				4C		1	
West Kelowna News	9,253	10.333	x	6.000	8	x	84.0	672				4C		1	
West Kootenay Advertiser	18,364	10.333	x	6.000	8	x	84.0	672				4C		1	
Winfield Lake Country Calendar	4,200	10.333	x	6.000	8	x	84.0	672				4C		1	
Gulf Islands Driftwood	2,516	0	x	7.000	10	x	98.0	980				4C		1	
Kamloops This Week	30,417	9.875	x	6.000	8	x	84	672				4C		1	
Merritt Herald	5,300	9.875	x	6.000	8	x	84	672				4C		1	
Times Chronicle - Oliver & Osoyoos	2,000	10.33	x	6.000	6	x	84	504				4C		1	
Burnaby Now	44,165	9.875	x	6.000	6	x	84	504				4C		1	
New Westminster Record	16,946	9.875	x	6.000	6	x	84	504				4C		1	
Tri City News	52,000	9.875	x	6.000	6	x	84	504				4C		1	
Delta Optimist	17,000	9.875	x	6.000	6	x	84	504				4C		1	
North Shore News	60,000	9.875	x	6.000	6	x	84	504				4C		1	
Richmond News	46,464	9.875	x	6.000	6	x	84	504				4C		1	
Vancouver is Awesome	111,200	9.875	x	6.000	6	x	84	504				4C		1	
Bowen Island Undercurrent	1,150	9.875	x	6.000	6	x	84	504				4C		1	
Coast Reporter - Sunshine Coast	11,670	9.75	x	6.571	6	x	92	552				4C		1	
Peak Midweek	6,800	10.25	x	6.000	6	x	84	504				4C		1	
Powell River Peak	3,000	10.25	x	6.000	6	x	84	504				4C		1	
Squamish Chief	8,000	9.875	x	6.600	6	x	93	558				4C		1	
Pique Newsmagazine	12,500	9.125	x	6.150	4	x	86	344				4C		1	
Kelowna Daily Courier	8,275	10.44		10.071	10	x	141	1,410				4C		1	
Westside Weekly	11,523	10.44	x	10.071	10	x	141	1,410				4C		1	
Lumby Valley Times	2,200	10.25	x	6.000	6	x	84	504				4C		1	
Okanagan Advertiser	5,000	9.75	x	5.140	7	x	72	504				4C		1	
Peachland View	3,200	10.33	x	6.140	6	x	86	516				4C		1	
Penticton Herald	4,555	10.44	x	10.071	10	x	141	1,410				4C		1	
Gabriola Sounder	2,800	10.25	x	7.714	6	x	108	648				4C		1	
Victoria Times Colonist (Subscribers)	40,028	10.5	x	10.810										1	
Vancouver Sun (Fixed MOD Sizes)	114,452	10.34	x	10.214	10	x	143	1,430				4C		1	
The Province (Fixed MOD Sizes)	88,100	0	x	5.714	10	x	80	800				4C		1	
													TOTAL NET COST		$93,736.24

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,890.00
		TOTAL ADVERTISING COSTS	$95,626.24

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-04-22

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-04-22

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-04-28
CAMPAIGN NAME:	Covid19 - Variants & Travel In-language Print	**APO #:**	A4524
MEDIUM:	In-Language Newspaper	**CPC #:**	381219-22-GCPE16
FLIGHT DATES:	May 3rd - May 9th	**VERSION:**	R1
TARGET AUDIENCE:	Half Page Vertical or Junior	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	1	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		1	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		1	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		1	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		1	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		1	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		1	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		1	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		1	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		1	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		1	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		1	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		1	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		1	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		1	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		1	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		1	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		1	
							Total Ad Cost	**$16,231.52**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-04-28
CAMPAIGN NAME:	Covid19 - Variants & Travel In-language Print	**APO #:**	A4524
MEDIUM:	In-Language Newspaper	**CPC #:**	381219-22-GCPE16
FLIGHT DATES:	May 3rd - May 9th	**VERSION:**	R1
TARGET AUDIENCE:	Half Page Vertical or Junior	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees	**$1,470.00**
TOTAL	**$17,701.52**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-05-05

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Dawn Stewart
Date: 2021-05-05

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-05-13
CAMPAIGN NAME:	Vaccine Registration	**APO #:**	**A4525**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE17
FLIGHT DATES:	May 7 - May 27, 2021	**VERSION:**	R2 (Added an extra week)
TARGET AUDIENCE:	South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Added an extra week (May 21 - 27)		

SECTION 1 - AD COSTING

Market	Recommended Stations	Flight Date(s)	Net :30 CPP/SPOT	Weekly Spots	Weekly Cost Gross	# of Weeks	Total Cost Gross	Total Net Cost
PUNJABI			NR		NR		NR	
SOUTH ASIAN (Punjabi)	**SPICE AM1200**							
	MON - SAT BREAKFAST / 6A-10A	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		12		3		
	MON - SAT AFTERNOON DRIVE / 3P-7P	Fr May 7 - Th May 13 Fr May 14 - Th May 20		12		3		
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**							
	MON - SUN BREAKFAST / 7A-11A	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		21		3		
	MON - SUN AFTERNOON DRIVE / 2P-8P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		21		3		
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**							
	MON - SUN BREAKFAST / 7A-10A	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		14		3		
	MON - SUN AFTERNOON DRIVE / 3P-8P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		14		3		
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**							
	MON - SUN ROTATIONAL / 6A-12A	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27		14		3		
							Punjabi Total	**$20,056.20**

HINDI					
			NR	NR	NR
SOUTH ASIAN (Hindi)	**RIM RHJIM**				
	MON - SAT BREAKFAST / 6A-10A	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	14	3	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Fr May 7 - Th May 13 Fr May 14 - Th May 20	14	3	
SOUTH ASIAN (Hindi)	**RED FM (CKYE)**				
	MON - FRI HINDI TIME SLOT / 11A-12P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	5	3	
	MON - FRI HINDI TIME SLOT / 5P-7:30P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	10	3	
	SAT - SUN HINDI TIME SLOT / 3P-5P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	4	3	
SOUTH ASIAN (Hindi)	**Sher-e-Punjab AM600**				
	MON - FRI HINDI TIME SLOT / 5P-8P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	10	3	
SOUTH ASIAN (Hindi)	**CJCN FM - Connect FM91.5**				
	MON - FRI HINDI TIME SLOT / 12P-1P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	5	3	
	MON - FRI HINDI TIME SLOT / 5P-7P	Fr May 7 - Th May 13 Fr May 14 - Th May 20 Fr May 21 - Th May 27	10	3	

Hindi Total	**$12,288.15**
Total Ad Cost	**$32,344.35**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,732.50**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$34,076.85**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: **Kathryn LeSueur** **Date:** **2021-05-14**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: **Dawn Stewart** **Date:** **2021-05-14**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	10-Jun-21
CAMPAIGN NAME:	Youth Vaccine	**APO #:**	A4528
FLIGHT DATES:	May 27 - June 27	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
					NR		NR	
Snapchat	**BC, 18-34**	**May 27 - June 11**	Single Image Ads	TBD		2		
	BC, 18-34	**June 12 - June 27**	Single Image Ads	TBD		2		
Facebook / IG	**BC, 18-34**	**May 27 - June 11**	Static IG Stories, In-Feed	TBD		2		
	BC, 18-34	**June 12 - June 27**	Static IG Stories, In-Feed	TBD		2		
Cluep	**BC, 18-34**	**May 27 - June 9**	Standard Display	TBD		2		
	BC, 18-34	**June 11 - June 27**	Standard Display	TBD		2		
							Total Ad Cost	**$130,000**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	10-Jun-21
CAMPAIGN NAME:	Youth Vaccine	**APO #:**	A4528
FLIGHT DATES:	May 27 - June 27	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	# of HOURS	Estimated AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$4,725**
		TOTAL	**$134,725**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2021-06-10
Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: _____ **Date:** 2021-06-10
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	27-May-21
CAMPAIGN NAME:	Covid-19 (3-Steps and Need a reason)	**APO #:**	**A4532**
FLIGHT DATES:	May 31 - June 20, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	**Captus**
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	CPM	Creative	# of Weeks	Total Imp.	Total Net Cost
				NR			NR	
Programmatic	Cantonese (Traditional Chinese)	Mon May 31 - Sun June 13	Display		3-Steps	2		
	Mandarin (Simplified Chinese)	Mon May 31 - Sun June 13	Display		3-Steps	2		
	Punjabi (South Asian)	Mon May 31 - Sun June 13	Display		3-Steps	2		
Programmatic	Cantonese (Traditional Chinese)	Mon June 7 - Sun June 20	Display		Need a reason	2		
	Mandarin (Simplified Chinese)	Mon June 7 - Sun June 20	Display		Need a reason	2		
	Punjabi (South Asian)	Mon June 7 - Sun June 20	Display		Need a reason	2		
							Total Ad Cost	**$10,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$630.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$10,630.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: **Kathryn LeSueur** **Date:** **2021-05-31**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: **Dawn Stewart** **Date:** **2021-05-31**

STOB: _

STOB 68 BILLING TO: ***Ministry Branch Email Address***

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	27-May-21
CAMPAIGN NAME:	Covid-19 (3-Steps and Need a reason)	**APO #:**	**A4532**
FLIGHT DATES:	May 31 - June 20, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	**Captus**
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

		# of	Total
GCPE 67	☑	**BILLING CONTACT:**	
MINISTRY 67	☐	**EMAIL :**	
MINISTRY 68	☐	**STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca**	

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	05-Jul-21
CAMPAIGN NAME:	Covid - June	**APO #:**	**A4533**
FLIGHT DATES:	May 31 - July 12	**VERSION:**	R3
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
YouTube	**BC, 18+**	**June 1 - 14**	:15 second video	Steps	NR	2	NR	
	BC, 18+	**June 15 - 28**	:15 second video	Steps		2		
MiQ (Display)	**BC, 18+**	**June 1 - 14**	Standard Display	Reason		2		
	BC, 18+	**June 15 - 28**	Standard Display	Reason		2		
	BC, 18+	**June 29 - July 12**	Standard Display	Reason		2		
	BC, 18+	**July 7 - 20**	Standard Display	Step 3		2		
Facebook / IG	**BC, 18+**	**June 1 - 14**	In-feed, Stories - Static	Reason		2		
	BC, 18+	**June 1 - 14**	In-feed, Stories - Video	Steps		2		
	BC, 18+	**June 15 - 28**	In-feed, Stories - Static	Reason		2		
	BC, 18+	**June 15 - 28**	In-feed, Stories - Video	Steps		2		
	BC, 18+	**June 29 - July 12**	In-feed, Stories - Static	Reason		2		
	BC, 18+	**July 7 - 20**	In-feed, Stories - Static	Step 3		2		
Twitter	**BC, 18+**	**July 7 - 20**	Website Cards	Step 3		2		
SnapChat	**BC, 18+**	**July 7 - 20**	Image Ads	Step 3		2		
Search	**BC, 18+**	**May 31 - June 28**	ad copy	General / Vaccine		2		
							Total Ad Cost	**$222,000**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	05-Jul-21
CAMPAIGN NAME:	Covid - June	**APO #:**	**A4533**
FLIGHT DATES:	May 31 - July 12	**VERSION:**	R3
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	**CLIENT SERVICE**	**RATE**	**# of HOURS**	**Estimated AMOUNT**	**Total**
Media Planning and Buying	Account Manager (day to day contact)	NR			
Ad trafficking / campaign setup	Account Manager (alternate)				
Ongoing campaign monitoring/optimizations	Accounting/Administration Support				
campaign billing and reconcilliation	Media Director				
Final reporting	Media Planner				
	Media Buyer				
	Trafficking				
	Additional Costs				
	Subcontractor				
				Total Agency Fees	**$7,350**
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.				**TOTAL**	**$229,350**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-07-07

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2021-07-07
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	09-Jun-21
CAMPAIGN NAME:	COVID-19 Within Reach	**CPC #**	381219-22-GCPE23
MEDIUM:	Television - ENG	**APO #:**	**4536**
FLIGHT DATES:	Monday June 21 - Sunday July 11, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Mon Jun 21 - Sun Jul 11	NR	150	NR	**3**	NR
Kelowna	CHBC, CHANKELG	Mon Jun 21 - Sun Jul 11		100		**3**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Jun 21 - Sun Jul 11		100		**3**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Jun 21 - Sun Jul 11		75		**3**	
Dawson Creek	CJDC, CHAN-DAC	Mon Jun 21 - Sun Jul 11		75		**3**	
Kootenays	CHANKOOG	Mon Jun 21 - Sun Jul 11		75		**3**	
						Total Ad Cost	**$361,125.00**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	09-Jun-21
CAMPAIGN NAME:	COVID-19 Within Reach	**CPC #**	381219-22-GCPE23
MEDIUM:	Television - ENG	**APO #:**	**4536**
FLIGHT DATES:	Monday June 21 - Sunday July 11, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Back and forth emails with BC GOV, Media planning, buying , ongoing buy maintence and reconcilliation. Future adjustments and changes will incur additional hours.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,045.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER $364,170.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-06-09

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) **Date:** 2021-06-09

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	11-Jun-21
CAMPAIGN NAME:	Need A Reason	**CPC#:**	381219-22-GCPE20
MEDIUM:	Print	**APO#:**	A4538
FLIGHT DATES:	June 14 - July 4, 2021	**VERSION:**	R4 (Revised Dates & added a paper)
UNIT:	1/2 vertical	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:	Revised Dates & Added a paper	**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	6.417	x	10.000	5	x	140	700	NR			4C	NR	2	NR
Agassiz - Harrison Observer	6,423	6.417	x	10.000	5	x	140	700				4C		2	
Aldergrove Star	28,127	6.417	x	10.000	5	x	140	700				4C		2	
Chilliwack Progress	13,041	6.417	x	10.000	5	x	140	700				4C		2	
Cloverdale Reporter	1,840	6.417	x	10.000	5	x	140	700				4C		2	
Hope Standard	28,521	6.417	x	10.000	5	x	140	700				4C		2	
Langley Advance Times	30,311	6.417	x	10.000	5	x	140	700				4C		2	
Maple Ridge/Pitt Meadows News	10,921	6.417	x	10.000	5	x	140	700				4C		2	
Mission Record	12,750	6.417	x	10.000	5	x	140	700				4C		2	
North Delta Reporter	28,414	6.417	x	10.000	5	x	140	700				4C		2	
Peace Arch News (White Rock)	66,000	6.417	x	10.000	5	x	140	700				4C		2	
Surrey Now Leader	54,541	6.417	x	10.000	5	x	140	700				4C		2	
Alberni Valley News	9,392	6.417	x	10.000	5	x	140	700				4C		2	
Campbell River Mirror	17,134	6.417	x	10.000	5	x	140	700				4C		2	
Chemainus Valley Courier	3,663	6.417	x	10.000	5	x	140	700				4C		2	
Comox Valley Record	21,581	6.417	x	10.000	5	x	140	700				4C		2	
Cowichan Valley Citizen (Duncan)	21,195	6.417	x	10.000	5	x	140	700				4C		2	
Ladysmith Chronicle	4,187	6.417	x	10.000	5	x	140	700				4C		2	
Lake Cowichan Gazette	381	6.417	x	10.000	5	x	140	700				4C		2	
Nanaimo News Bulletin	31,492	6.417	x	10.000	5	x	140	700				4C		2	
North Island Gazette	1,028	6.417	x	10.000	5	x	140	700				4C		2	
Parksville Qualicum News	16,492	6.417	x	10.000	5	x	140	700				4C		2	
Tofino/Ucluelet Westerly News	794	6.417	x	10.000	5	x	140	700				4C		2	
Goldstream News Gazette	17,808	6.417	x	10.000	5	x	140	700				4C		2	
Oak Bay News	6,015	6.417	x	10.000	5	x	140	700				4C		2	
Peninsula News Review	14,481	6.417	x	10.000	5	x	140	700				4C		2	
Saanich News	30,687	6.417	x	10.000	5	x	140	700				4C		2	
Victoria News	24,763	6.417	x	10.000	5	x	140	700				4C		2	
Sooke News Mirror	5,852	6.417	x	10.000	5	x	140	700				4C		2	
100 Mile House Free Press	1,358	6.417	x	10.000	5	x	140	700				4C		2	
Bella Coola Coast Mountain News	228	6.417	x	10.000	5	x	140	700				4C		1	
Burns Lake District News	1,089	6.417	x	10.000	5	x	140	700				4C		2	
Fort St. James Caledonia Courier	405	6.417	x	10.000	5	x	140	700				4C		2	
Houston Today	602	6.417	x	10.000	5	x	140	700				4C		2	
Kitimat Northern Sentinel	822	6.417	x	10.000	5	x	140	700				4C		2	
Prince Rupert Northern View	4,884	6.417	x	10.000	5	x	140	700				4C		2	
Quesnel Cariboo Observer	1,057	6.417	x	10.000	5	x	140	700				4C		2	
Smithers Interior News	2,155	6.417	x	10.000	5	x	140	700				4C		2	
Terrace Standard	8,759	6.417	x	10.000	5	x	140	700				4C		2	
Vanderhoof Omineca Express	763	6.417	x	10.000	5	x	140	700				4C		2	
Stuart Nechako Advertiser (Vanderhoof)	2,913	6.417	x	10.000	5	x	140	700				4C		2	
Williams Lake Tribune	8,660	6.417	x	10.000	5	x	140	700				4C		2	
Ashcroft Cache Creek Journal	615	6.417	x	10.000	5	x	140	700				4C		2	
Barriere North Thompson Journal	1,486	6.417	x	10.000	5	x	140	700				4C		2	
Castlegar News	6,587	6.417	x	10.000	5	x	140	700				4C		2	
Clearwater North Thompson Times	580	6.417	x	10.000	5	x	140	700				4C		2	
Cranbrook Townsman	1,457	6.417	x	10.000	5	x	140	700				4C		2	
Creston Valley Advance	2,161	6.417	x	10.000	5	x	140	700				4C		2	
East Kootenay Extra (Cranbook & Kimberley)	14,805	6.417	x	10.000	5	x	140	700				4C		2	
Fernie Free Press	5,815	6.417	x	10.000	5	x	140	700				4C		2	
Golden Star	1,400	6.417	x	10.000	5	x	140	700				4C		2	
Grand Forks Gazette	2,116	6.417	x	10.000	5	x	140	700				4C		2	
Greenwood Boundary Creek Times	348	6.417	x	10.000	5	x	140	700				4C		2	
Columbia Valley Pioneer	4,400	6.8	x	10.000	4	x	140	560				4C		2	
Kelowna Capital News	33,362	6.417	x	10.000	5	x	140	700				4C		2	
Keremeos Review	1,300	6.417	x	10.000	5	x	140	700				4C		2	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Kimberley Bulletin	827	6.417	x	10.000	5	x	140	700	NR			4C	NR	2	NR
Nakusp Arrow Lakes News	421	6.417	x	10.000	5	x	140	700				4C		2	
Nelson Star	8,754	6.417	x	10.000	5	x	140	700				4C		2	
Penticton Western News	18,869	6.417	x	10.000	5	x	140	700				4C		2	
Princeton Similkameen Spotlight	983	6.417	x	10.000	5	x	140	700				4C		2	
Revelstoke Times Review	1,071	6.417	x	10.000	5	x	140	700				4C		2	
Rossland News	1,200	6.417	x	10.000	5	x	140	700				4C		2	
Lakeshore Shuswap Market News	11,971	6.417	x	10.000	5	x	140	700				4C		2	
Salmon Arm Observer	2,119	6.417	x	10.000	5	x	140	700				4C		2	
Sicamous Eagle Valley News	428	6.417	x	10.000	5	x	140	700				4C		2	
Summerland Review	1,750	6.417	x	10.000	5	x	140	700				4C		2	
Trail Daily Times	2,366	6.417	x	10.000	5	x	140	700				4C		2	
Vernon Morning Star	27,310	6.417	x	10.000	5	x	140	700				4C		2	
West Kelowna News	9,253	6.417	x	10.000	5	x	140	700				4C		2	
West Kootenay Advertiser	18,364	6.417	x	10.000	5	x	140	700				4C		2	
Winfield Lake Country Calendar	4,200	6.417	x	10.000	5	x	140	700				4C		3	
Gulf Islands Driftwood	2,516	6.1	x	8.500	6	x	119	714				4C		2	
Kamloops This Week	30,417	4.875	x	12.000	4	x	168	672				4C		2	
Merritt Herald	5,300	4.875	x	12.000	4	x	168	672				4C		2	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	12.286	3	x	172	516				4C		2	
Richmond News	46,464	4.854	x	12.000	3	x	168	504				4C		2	
Squamish Chief	8,000	4.85	x	13.357	3	x	187	561				4C		2	
Pique Newsmagazine	12,500	4.48	x	12.500	2	x	175	350				4C		2	
Kelowna Daily Courier	8,275	7.278	x	14.429	7	x	202	1,414				4C		2	
Westside Weekly	11,523	7.278	x	14.429	7	x	202	1,414				4C		2	
Lumby Valley Times	2,200	5.075	x	12.250	3	x	172	516				4C		2	
Northern Horizon	16,500	4.645	x	12.571	3	x	176	528				4C		1	
Okanagan Advertiser	5,000	5.5	x	9.000	4	x	126	504				4C		2	
Penticton Herald	4,555	7.278	x	14.429	7	x	202	1,414				4C		2	
Victoria Times Colonist (Subscribers)	40,028	10.5	x	10.810	5	x	4	20				4C		2	
Dawson Creek Mirror	9,385	4.6544	x	12.571	5	x	176	880				4C		2	
Fort Nelson News	2,300	5.125	x	21.000	4	x	294	1,176				4C		2	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	20.500	5	x	287	1,435				4C		2	
The Province (Fixed MOD Sizes)	88,100	5.095	x	11.429	5	x	160	800				4C		2	
													TOTAL NET COST		$142,747.46

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$2,205.00
		TOTAL ADVERTISING COSTS	$144,952.46

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-06-11

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name:
Date:

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	June 16, 2021
CAMPAIGN NAME:	Within Reach - In Language TV	**APO #:**	A4543
MEDIUM:	TV		381219-22-GCPE27
FLIGHT DATES:	June 21 - July 11, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market	Recommended Stations	Flight Date(s)	Estimated Gross CPR	Weekly GRP's	Weekly Cost Gross	# of Weeks	Total Cost Gross	Total Net Cost
South Asian (Punjabi)			NR	NR		NR		
	ATN MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	SONY TV MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	ATN Movies MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	ZEE TV - ALPHA ETC PUNJABI MO - SU Prime 6pm-10pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	ATN - Alpha Punjabi MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	ATN - Punjabi Plus MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	SANJHA PUNJAB MO - SU Prime 6pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3		
	AAPKA COLOR MO - SU 9am-10am; MO - FR 12pm-1pm, 8pm-9pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		17		3		
	SANJHA TV	Mon Jun 21 - Sun Jun 27		21		3		

	MO - SU Prime 8am-11am & 6pm-9:30pm (Punjabi)	Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11	NR		NR	NR
	Gurkebaani MO - SU Prime 5am-9am & 5pm-8pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3
	PRIME ASIA MO - SU 5pm-11pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3
	OMNI TV MO-SU News Prime 6pm-10pm (Punjabi)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		7		3
	PTC Punjabi MO-SU 8am-10am, 7pm-10pm	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3
					SOUTH ASIAN (PUNJABI) TOTAL:	**$43,614.00**
Chinese						
	FAIRCHILD TV - TV 1 & TV 2 MO - SU Prime 6pm - 11pm (Cantonese)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11	NR	21	NR	3 NR
	LS Times TV MO - FR Prime 6pm - 12am (Cantonese)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3
	TALENTVISION TV MO - SU Prime 6pm - 11pm (Mandarin)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		21		3
	OMNI TV MO - SU Prime 9pm - 10pm (Cantonese)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		7		3
	OMNI TV MO - SU News Prime 10pm - 11:00pm (Mandarin)	Mon Jun 21 - Sun Jun 27 Mon Jun 28 - Sun Jul 4 Mon Jul 5 - Sun Jul 11		7		3
					CHINESE (CANTONESE & MANDARIN) TOTAL:	**$46,035.15**
					Total Ad Cost	**$89,649.15**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
	Account Manager/Alternate	NR		
	Accounting/Admin			
	Media Director			
	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	$1,690.00
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.			TOTAL	$91,539.15

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-06-16

Approved by Expense Authority: (GCPE or Ministry)
Signature/Print Name: Nemmi Pooroshasb
Date: 2021-06-16

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Revised 21-04-01

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	June 17, 2021
CAMPAIGN NAME:	Need a Reason In-Language Print	**APO #:**	**A4547**
MEDIUM:	In-Language Newspaper	**CPC:**	381219-22-GCPE28
FLIGHT DATES:	June 24 - July 10, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	2	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		2	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		2	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		2	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		2	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		2	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		2	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		2	
							Total Ad Cost	**$32,963.04**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	June 17, 2021
CAMPAIGN NAME:	Need a Reason In-Language Print	**APO #:**	**A4547**
MEDIUM:	In-Language Newspaper	**CPC:**	381219-22-GCPE28
FLIGHT DATES:	June 24 - July 10, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees	**$1,680.00**
TOTAL	**$34,643.04**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-06-18**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority: **Date:** **2021-06-18**
(GCPE or Ministry)

Signature/Print Name: **Nammi Poorooshasb**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	22-Jun-21
CAMPAIGN NAME:	Youth Vaccine - Video	**APO #:**	**A4548**
FLIGHT DATES:	June 25 - July 18	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
					NR		NR	
YouTube	**BC 18-34**	**June 24 - July 7**	:15s /:06s video	TBD		4		
	BC 18-34	**July 8 - 18**	:15s /:06s video	TBD		4		
MiQ (Programmatic)	**BC 18-34**	**June 24 - July 7**	:15s video	TBD		4		
	BC 18-34	**July 8 - 18**	:15s video	TBD		4		
Twitch	**BC 18-34**	**June 24 - July 7**	:15s video	TBD		4		
	BC 18-34	**July 8 - 18**	:15s video	TBD		4		
Amazon DSP	**BC 18-34**	**June 24 - July 7**	:15s video	TBD		4		
	BC 18-34	**July 8 - 18**	:15s video	TBD		4		
Facebook / IG	**BC 18-34**	**June 24 - July 7**	In-feed / stories	TBD		4		
	BC 18-34	**July 8 - 18**	In-feed / stories	TBD		4		
Snapchat	**BC 18-34**	**June 24 - July 7**	Video Ads	TBD		4		
	BC 18-34	**July 8 - 18**	Video Ads	TBD		4		
TikTok	**BC 18-34**	**June 24 - July 7**	Video Ads	TBD		4		
	BC 18-34	**July 8 - 18**	Video Ads	TBD		4		
							Total Ad Cost	**$205,000**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	22-Jun-21
CAMPAIGN NAME:	Youth Vaccine - Video	**APO #:**	**A4548**
FLIGHT DATES:	June 25 - July 18	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	**CLIENT SERVICE**	**RATE**	**# of HOURS**	**Estimated AMOUNT**	**Total**
Media Planning and Buying	Account Manager (day to day contact)	NR			
Ad trafficking / campaign setup	Account Manager (alternate)				
Ongoing campaign monitoring/optimizations	Accounting/Administration Support				
campaign billing and reconcilliation	Media Director				
Final reporting	Media Planner				
	Media Buyer				
	Trafficking				
	Additional Costs				
	Subcontractor				
				Total Agency Fees	**$5,775**
				TOTAL	**$210,775**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Signature/Print Name:** **Kathryn LeSueur** **Date:** **2021-06-22**

Approved by Expense Authority:
(GCPE or Ministry) **Signature/Print Name:** **Nammi Poorooshasb** **Date:** **2021-06-22**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	June 23, 2021
CAMPAIGN NAME:	Covid-19 Vaccine Radio	**CPC:**	TBD
FLIGHT DATES:	June 28 - July 18, 2021	**APO #:**	**A4549**
MEDIUM:	Radio	**VERSION:**	R1 (Added in additional stations)
UNIT:	30's	**MEDIA BUYER:**	Brittany Dame
TARGET AUDIENCE:	18+	**CONTRACT:**	C21GCPE001
CREATIVE DEADLINE:	Thursday prior		

SECTION 1 - AD COSTING

						2021-06-28	2021-07-18		3		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER											
	CKKSFM	Top 40	Reach Plan	NR		2021-06-28		15	3	45	NR
SURREY	CISFFM					2021-06-28	2021-07-18	28	3	84	
CHILLIWACK	CHWK FM					2021-06-28	2021-07-18	28	3	84	
CHILLIWACK	CKSRFM					2021-06-28	2021-07-18	28	3	84	
ABBOTSFORD	CKQCFM					2021-06-28	2021-07-18	28	3	84	
ISLAND											
ISLAND						2021-06-28	2021-07-18	28	3	84	
NANAIMO	CHWFFM	Rock	6a - 12a			2021-06-28	2021-07-18	0	0	0	
NANAIMO	CKWVFM	Hot AC	6a - 12a			2021-06-28	2021-07-18	0	0	0	
DUNCAN	CJSUFM	Classic Hits	6a - 12a			2021-06-28	2021-07-18	0	0	0	
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a			2021-06-28	2021-07-18	0	0	0	
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a-12a			2021-06-28	2021-07-18	28	3	84	
KELOWNA	CKQQFM	Classic Hits	6a-12a			2021-06-28	2021-07-18	28	3	84	
KAMLOOPS	CIFMFM	Rock	6a-12a			2021-06-28	2021-07-18	28	3	84	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2021-06-28	2021-07-18	28	3	84	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2021-06-28	2021-07-18	28	3	84	
CENTRAL INTERIOR						2021-06-28	2021-07-18	28	3	84	
KELOWNA	CHSU	Hot AC				2021-06-28	2021-07-18	0	3	0	
KELOWNA	CILK	AC				2021-06-28	2021-07-18	0	3	0	
KELOWNA	CKFR	Newstalk				2021-06-28	2021-07-18	0	3	0	
KELOWNA	CKKO	Rock				2021-06-28	2021-07-18	0	3	0	
KAMLOOPS	CKRV	Contemporary Hit				2021-06-28	2021-07-18	0	3	0	
KAMLOOPS	CJKC	Country				2021-06-28	2021-07-18	0	3	0	
KAMLOOPS	CHNL	News Talk				2021-06-28	2021-07-18	0	3	0	
VERNON	CICF	Hot AC				2021-06-28	2021-07-18	0	3	0	
NORTHERN INTERIOR						2021-06-28	2021-07-18		3		
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a			2021-06-28	2021-07-18	28	3	84	
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a			2021-06-28	2021-07-18	28	3	84	
CCI NETWORK						2021-06-28	2021-07-18	28	3	84	
PRINCE GEORGE	CJCIFM	Country	6a-12a			2021-06-28	2021-07-18		3	0	
PRINCE GEORGE	CIRXFM	Rock	6a-12a			2021-06-28	2021-07-18		3	0	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
VANDERHOOF	CIRXFM1	Rock	6a-12a	NR		2021-06-28	2021-07-18		3	0	NR
WILLIAMS LAKE	CKWLM	Country	6a-12a			2021-06-28	2021-07-18		3	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a			2021-06-28	2021-07-18		3	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a			2021-06-28	2021-07-18	28	3	**84**	
FORT ST. JOHN	CKFUFM					2021-06-28	2021-07-18	28	3	**84**	
NORTH-EAST NETWORK						2021-06-28	2021-07-18	28	3	84	
DAWSON CR./TUMBLER R.	CJDC	Country				2021-06-28	2021-07-18	0	3	0	
FORT ST. JOHN	CKNL	AOR/Mainstream Rock				2021-06-28	2021-07-18	0	3	0	
FORT ST. JOHN	CHRX	Hot AC				2021-06-28	2021-07-18	0	3	0	
FORT NELSON	CKRX	AOR/Mainstream Rock				2021-06-28	2021-07-18	0	3	0	
MOUNTAIN-FM NETWORK						2021-06-28	2021-07-18				
CRESTON	CKCV-FM	Classic Hits	6a-12a			2021-06-28	2021-07-18	28	3	84	
											$95,550.00

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,520.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COST **$98,070.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn LeSueur — **Date:** 2021-06-24

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/Nammi Poorooshasb — **Date:** 2021-06-24

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68

STOB 68 BILLING TO: Ministry Branch Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	June 25, 2021
CAMPAIGN NAME:	BC Lions Sponsorship	**APO #:**	**A4551**
MEDIUM:		**CPC #:**	381219-22-GCPE30
FLIGHT DATES:	July 1 - November 20, 2021	**VERSION:**	Original
TARGET AUDIENCE:		**MEDIA BUYER:**	Brittany Dame
UNIT:		**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 - AD COSTING

Market	Platform	Flight Date(s)	# of Weeks	Timing	Format	Total Net Cost
British Columbia	**BC Lions**	July 1 - Nov. 20, 2021	16	Pre-Season & Regular Season	Direct Sponsorship	NR
					Total Ad Cost	

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Campaign Billing & Reconcilation

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$315.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL NR

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-06-25**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2021-06-25**

Signature/Print Name: **Nammi Poorooshasb**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	25-Jun-21
CAMPAIGN NAME:	C19 - July-Sept Search	**APO #:**	A4552
FLIGHT DATES:	June 29 - Sept 30, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Julia Vyse
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

Platform	Audience	Flight Date(s)	Format	Creative	CPM / CPV	# of Weeks	Estimated Impressions	Total Net Cost
Search	**BC, 18+**	**June 29 - Sept 30**	ad copy	General / Vaccine	NA	14	NA	$25,000
							Total Ad Cost	**$25,000**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER

iProspect (formerly Vizeum)

MINISTRY/CLIENT #:	GCPE	**DATE:**	25-Jun-21
CAMPAIGN NAME:	C19 - July-Sept Search	**APO #:**	A4552
FLIGHT DATES:	June 29 - Sept 30, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Julia Vyse
REVISION COMMENT:		**CONTRACT #:**	C21GCPE002

SECTION 1 - AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	# of HOURS	Estimated AMOUNT	Total
Account Manager (day to day contact)	NR			
Account Manager (alternate)				
Accounting/Administration Support				
Media Director				
Media Planner				
Media Buyer				
Trafficking				
Additional Costs				
Subcontractor				
			Total Agency Fees	$2,100

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL $27,100

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kathryn LeSueur **Date:** 06/28/2021

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) **Date:**

Signature/Print Name:

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Mailing Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	June 28, 2021
CAMPAIGN NAME:	Covid-19 Step 3	**CPC#:**	381219-22-GCPE31
MEDIUM:	Print	**APO#:**	A4553
FLIGHT DATES:	July 7 - 16, 2021	**VERSION:**	Original
UNIT:	1/2 page, vertical	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	6.417	x	10.000	5	x	140	700	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	6.417	x	10.000	5	x	140	700				4C		1	
Aldergrove Star	28,127	6.417	x	10.000	5	x	140	700				4C		1	
Chilliwack Progress	13,041	6.417	x	10.000	5	x	140	700				4C		1	
Cloverdale Reporter	1,840	6.417	x	10.000	5	x	140	700				4C		1	
Hope Standard	28,521	6.417	x	10.000	5	x	140	700				4C		1	
Langley Advance Times	30,311	6.417	x	10.000	5	x	140	700				4C		1	
Maple Ridge/Pitt Meadows News	10,921	6.417	x	10.000	5	x	140	700				4C		1	
Mission Record	12,750	6.417	x	10.000	5	x	140	700				4C		1	
North Delta Reporter	28,414	6.417	x	10.000	5	x	140	700				4C		1	
Peace Arch News (White Rock)	66,000	6.417	x	10.000	5	x	140	700				4C		1	
Surrey Now Leader	54,541	6.417	x	10.000	5	x	140	700				4C		1	
Alberni Valley News	9,392	6.417	x	10.000	5	x	140	700				4C		1	
Campbell River Mirror	17,134	6.417	x	10.000	5	x	140	700				4C		1	
Chemainus Valley Courier	3,663	6.417	x	10.000	5	x	140	700				4C		1	
Comox Valley Record	21,581	6.417	x	10.000	5	x	140	700				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	6.417	x	10.000	5	x	140	700				4C		1	
Ladysmith Chronicle	4,187	6.417	x	10.000	5	x	140	700				4C		1	
Lake Cowichan Gazette	381	6.417	x	10.000	5	x	140	700				4C		1	
Nanaimo News Bulletin	31,492	6.417	x	10.000	5	x	140	700				4C		1	
North Island Gazette	1,028	6.417	x	10.000	5	x	140	700				4C		1	
Parksville Qualicum News	16,492	6.417	x	10.000	5	x	140	700				4C		1	
Tofino/Ucluelet Westerly News	794	6.417	x	10.000	5	x	140	700				4C		1	
Goldstream News Gazette	17,808	6.417	x	10.000	5	x	140	700				4C		1	
Oak Bay News	6,015	6.417	x	10.000	5	x	140	700				4C		1	
Peninsula News Review	14,481	6.417	x	10.000	5	x	140	700				4C		1	
Saanich News	30,687	6.417	x	10.000	5	x	140	700				4C		1	
Victoria News	24,763	6.417	x	10.000	5	x	140	700				4C		1	
Sooke News Mirror	5,852	6.417	x	10.000	5	x	140	700				4C		1	
100 Mile House Free Press	1,358	6.417	x	10.000	5	x	140	700				4C		1	
Bella Coola Coast Mountain News	228	6.417	x	10.000	5	x	140	700				4C		1	
Burns Lake District News	1,089	6.417	x	10.000	5	x	140	700				4C		1	
Fort St. James Caledonia Courier	405	6.417	x	10.000	5	x	140	700				4C		1	
Houston Today	602	6.417	x	10.000	5	x	140	700				4C		1	
Kitimat Northern Sentinel	822	6.417	x	10.000	5	x	140	700				4C		1	
Prince Rupert Northern View	4,884	6.417	x	10.000	5	x	140	700				4C		1	
Quesnel Cariboo Observer	1,057	6.417	x	10.000	5	x	140	700				4C		1	
Smithers Interior News	2,155	6.417	x	10.000	5	x	140	700				4C		1	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Terrace Standard	8,759	6.417	x	10.000	5	x	140	700	NR			4C	NR	1	NR
Vanderhoof Omineca Express	763	6.417	x	10.000	5	x	140	700				4C		1	
Stuart Nechako Advertiser (Vanderhoof)	2,913	6.417	x	10.000	5	x	140	700				4C		1	
Williams Lake Tribune	8,660	6.417	x	10.000	5	x	140	700				4C		1	
Ashcroft Cache Creek Journal	615	6.417	x	10.000	5	x	140	700				4C		1	
Barriere North Thompson Journal	1,486	6.417	x	10.000	5	x	140	700				4C		1	
Castlegar News	6,587	6.417	x	10.000	5	x	140	700				4C		1	
Clearwater North Thompson Times	580	6.417	x	10.000	5	x	140	700				4C		1	
Cranbrook Townsman	1,457	6.417	x	10.000	5	x	140	700				4C		1	
Creston Valley Advance	2,161	6.417	x	10.000	5	x	140	700				4C		1	
East Kootenay Extra (Cranbook & Kimberley)	14,805	6.417	x	10.000	5	x	140	700				4C		1	
Fernie Free Press	5,815	6.417	x	10.000	5	x	140	700				4C		1	
Golden Star	1,400	6.417	x	10.000	5	x	140	700				4C		1	
Grand Forks Gazette	2,116	6.417	x	10.000	5	x	140	700				4C		1	
Greenwood Boundary Creek Times	348	6.417	x	10.000	5	x	140	700				4C		1	
Columbia Valley Pioneer	4,400	6.8	x	10.000	4	x	140	560				4C		1	
Kelowna Capital News	33,362	6.417	x	10.000	5	x	140	700				4C		1	
Keremeos Review	1,300	6.417	x	10.000	5	x	140	700				4C		1	
Kimberley Bulletin	827	6.417	x	10.000	5	x	140	700				4C		1	
Nakusp Arrow Lakes News	421	6.417	x	10.000	5	x	140	700				4C		1	
Nelson Star	8,754	6.417	x	10.000	5	x	140	700				4C		1	
Penticton Western News	18,869	6.417	x	10.000	5	x	140	700				4C		1	
Princeton Similkameen Spotlight	983	6.417	x	10.000	5	x	140	700				4C		1	
Revelstoke Times Review	1,071	6.417	x	10.000	5	x	140	700				4C		1	
Rossland News	1,200	6.417	x	10.000	5	x	140	700				4C		1	
Lakeshore Shuswap Market News	11,971	6.417	x	10.000	5	x	140	700				4C		1	
Salmon Arm Observer	2,119	6.417	x	10.000	5	x	140	700				4C		1	
Sicamous Eagle Valley News	428	6.417	x	10.000	5	x	140	700				4C		1	
Summerland Review	1,750	6.417	x	10.000	5	x	140	700				4C		1	
Trail Daily Times	2,366	6.417	x	10.000	5	x	140	700				4C		1	
Vernon Morning Star	27,310	6.417	x	10.000	5	x	140	700				4C		1	
West Kelowna News	9,253	6.417	x	10.000	5	x	140	700				4C		1	
West Kootenay Advertiser	18,364	6.417	x	10.000	5	x	140	700				4C		1	
Winfield Lake Country Calendar	4,200	6.417	x	10.000	5	x	140	700				4C		1	
Gulf Islands Driftwood	2,516	10.375	x	8.500	6	x	119	714				4C		1	
Kamloops This Week	30,417	4.875	x	8.000	4	x	168	672				4C		1	
Merritt Herald	5,300	4.875	x	12.000	4	x	168	672				4C		1	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	12.286	3	x	172	516				4C		1	
Burnaby Now	44,165	4.854	x	12.000	3	x	168	504				4C		1	
New Westminster Record	16,946	4.854	x	12.000	3	x	168	504				4C		1	
Tri City News	52,000	4.854	x	12.000	3	x	168	504				4C		1	
Delta Optimist	17,000	4.854	x	12.000	3	x	168	504				4C		1	
North Shore News	60,000	4.854	x	12.000	3	x	168	504				4C		1	
Richmond News	46,464	4.854	x	12.000	3	x	168	504				4C		1	
Vancouver is Awesome	111,200	4.854	x	12.000	3	x	168	504				4C		1	
Bowen Island Undercurrent	1,150	4.854	x	12.000	3	x	168	504				4C		1	
Bridge River Lillooet News	1,200	4.854	x	12.000	3	x	168	504				4C		1	
Coast Reporter - Sunshine Coast	11,670	4.79	x	13.286	3	x	186	558				4C		1	
Peak Midweek	6,800	5.042	x	12.071	3	x	169	507				4C		1	
Powell River Peak	3,000	5.042	x	12.071	3	x	169	507				4C		1	
Squamish Chief	8,000	4.85	x	13.357	3	x	187	561				4C		1	
Pique Newsmagazine	12,500	4.48	x	12.500	2	x	175	350				4C		1	
Kelowna Daily Courier	8,275	7.278	x	14.429	7	x	202	1,414				4C		1	
Westside Weekly	11,523	7.278	x	14.429	7	x	202	1,414				4C		1	
Lumby Valley Times	2,200	5.075	x	12.286	3	x	172	516				4C		1	
Northern Horizon	16,500	4.645	x	12.571	3	x	176	528				4C		1	
Okanagan Advertiser	5,000	5.5	x	9.000	4	x	126	504				4C		1	
Peachland View	3,200	5.08	x	12.286	3	x	172	516				4C		1	

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Penticton Herald	4,555	7.278	x	14.429	7	x	202	NR				4C	NR	1	NR
Gabriola Sounder	2,800	5	x	15.500	3	x	217					4C		1	
Victoria Times Colonist (Subscribers) (Modular)	40,028	10.5	x	10.810	5	x	4					4C		1	
Dawson Creek Mirror	9,385	4.6544	x	12.571	5	x	176					4C		1	
Fort Nelson News	2,300	5.125	x	21.000	4	x	294					4C		1	
Fort St. John Alaska Highway News - TMC	10,391	4.851	x	19.857	5	x	278					4C		1	
Prince George Citizen (MODULAR SIZES)	17,500	4.854	x	12.000	3	x	168					4C		1	
Rocky Mountain Valley Goat	750	5.042	x	15.500	3	x	217					4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	8.513	x	20.500	5	x	287					4C		1	
The Province (Fixed MOD Sizes)	88,100	5.095	x	11.429	5	x	160					4C		1	
													TOTAL NET COST		$109,730.24

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,150.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS $112,880.24

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 06/29/2021

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: Date: 06/29/2021
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	July 7, 2021
CAMPAIGN NAME:	Restart BC In-Language Print	**APO #:**	**A4556**
MEDIUM:	In-Language Newspaper	**CPC #:**	381219-22-GCPE32
FLIGHT DATES:	July 12 - July 25, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	1	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		1	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		1	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		1	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		1	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		1	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		1	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		1	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		1	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		1	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		1	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		1	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		1	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		1	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		1	
Lower Mainland	Desh Pardes Times - Vancouver	5.5"	x	15.5"	4C		1	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		1	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		1	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		1	
							Total Ad Cost	**$16,481.52**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	July 7, 2021
CAMPAIGN NAME:	Restart BC In-Language Print	**APO #:**	**A4556**
MEDIUM:	In-Language Newspaper	**CPC #:**	381219-22-GCPE32
FLIGHT DATES:	July 12 - July 25, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,155.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$17,636.52**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-07-08

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Nammi Poorooshasb
Date: 2021-07-08

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	July 8, 2021
CAMPAIGN NAME:	COVID-19 Within Reach Extentsion (July)	**CPC #**	381219-22-GCPE35
MEDIUM:	Television - ENG	**APO #:**	**A4557**
FLIGHT DATES:	Wednesday, July 14 - Tuesday August 3, 2021	**VERSION:**	R1
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	**Changed Dates**		

SECTION 1 - AD COSTING

Market	Stations	Flight Dates	Estimated NET CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Wed Jul 14 - Tue Aug 3, 2021	NR	165	NR	**3**	NR
Kelowna	CHBC, CHANKELG	Wed Jul 14 - Tue Aug 3, 2021		100		**3**	
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Wed Jul 14 - Tue Aug 3, 2021		100		**3**	
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Wed Jul 14 - Tue Aug 3, 2021		75		**3**	
Dawson Creek	CJDC, CHAN-DAC	Wed Jul 14 - Tue Aug 3, 2021		75		**3**	
Kootenays	CHANKOOG	Wed Jul 14 - Tue Aug 3, 2021		75		**3**	
						Total Ad Cost	**$390,375.00**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	July 8, 2021
CAMPAIGN NAME:	COVID-19 Within Reach Extentsion (July)	**CPC #**	381219-22-GCPE35
MEDIUM:	Television - ENG	**APO #:**	**A4557**
FLIGHT DATES:	Wednesday, July 14 - Tuesday August 3, 2021	**VERSION:**	R1
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	:30's	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	**Changed Dates**		

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Back and forth emails with BC GOV, Media planning, buying , ongoing buy maintence and reconcilliation. Future adjustments and changes will incur additional hours.

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,045.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL AD PLACEMENT ORDER **$393,420.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-07-08

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority (GCPE or Ministry) **Date:** 2021-07-08

Signature/Print Name: **Nammi Poorooshasb**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Ministry Branch Mailing Address
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	July 19, 2021
CAMPAIGN NAME:	Within Reach - In Language TV	**CPC:**	381219-22-GCPE36
MEDIUM:	In-Language TV	**APO #:**	**A4568**
FLIGHT DATES:	July 23 - August 12	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market	Recommended Stations	Flight Date(s)	Estimated Gross CPR	Weekly GRP's	Weekly Cost Gross	# of Weeks	Total Cost Gross	Total Net Cost
South Asian (Punjabi)			NR		NR		NR	
	ATN MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	SONY TV MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	ATN Movies MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	ZEE TV Canada MO- FR 7pm- 7:30pm SU 1pm - 2pm	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		6		3		
	ZEE TV - ALPHA ETC PUNJABI MO - SU Prime 5pm-10pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	ATN - Alpha Punjabi MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	ATN - Punjabi Plus MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		
	SANJHA PUNJAB MO - SU Prime 6pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12		21		3		

			NR	NR	NR
	AAPKA COLOR MO - SU 9am-10am, MO - FR 12pm-1pm, 8pm-9pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	17		3
	SANJHA TV MO - SU Prime 8am-11am & 6pm-9:30pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	Gurkebaani MO - SU Prime 5am-9am & 5pm-8pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	PRIME ASIA MO - SU 5pm-11pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	OMNII TV MO-SU News Prime 6pm-10pm (Punjabi)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	7		3
	PTC Punjabi MO-SU 8am-10am, 7pm-10pm	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
				SOUTH ASIAN (PUNJABI) TOTAL:	**$45,144.00**
Chinese				NR	NR
	FAIRCHILD TV - TV 1 & TV 2 MO - SU Prime 6pm - 11pm (Cantonese)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	LS Times TV MO - FR Prime 6pm - 12am (Cantonese)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	TALENTVISION TV MO - SU Prime 6pm - 11pm (Mandarin)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	21		3
	OMNI TV MO - SU Prime 9pm - 10pm (Cantonese)	Fri Jul 23 - Thu Jul 29 Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12	7		3

		NR	NR	NR
OMNI TV	Fri Jul 23 - Thu Jul 29		7	3
MO - SU News Prime 10pm - 11:00pm (Mandarin)	Fri Jul 30 - Thu Aug 5 Fri Aug 6 - Thu Aug 12			

CHINESE (CANTONESE & MANDARIN) TOTAL:	**$46,035.15**
Total Ad Cost	**$91,179.15**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	**CLIENT SERVICE**	**RATE**	**HOURS**	**AMOUNT**
	Account Manager/Alternate	NR		
	Accounting/Admin			
	Media Director			
	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$1,260.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL	**$92,439.15**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-07-19

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) **Date:** 2021-07-19

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

MINISTRY:	GCPE	**DATE:**	July 23, 2021
CAMPAIGN NAME:	Vax For BC Full Page	**CPC#:**	381219-22-GCPE37
MEDIUM:	Print	**APO#:**	**A4570**
FLIGHT DATES:	w/o August 2	**VERSION:**	Original
UNIT:	Full Page	**MEDIA BUYER:**	Stephanie Tagami
REVISION COMMENT:		**CONTRACT:**	C21GCPE001

SECTION 1 AD COSTING

Publication	Circ	Ad Size (in) (Width x Hight)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	10.333	x	12.250	8	x	171.5	1,372	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Aldergrove Star	28,127	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Chilliwack Progress	13,041	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Cloverdale Reporter	1,840	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Hope Standard	28,521	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Langley Advance Times	30,311	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Maple Ridge/Pitt Meadows News	10,921	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Mission Record	12,750	10.333	x	12.250	8	x	171.5	1,372				4C		1	
North Delta Reporter	28,414	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Peace Arch News (White Rock)	66,000	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Surrey Now Leader	54,541	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Alberni Valley News	9,392	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Campbell River Mirror	17,134	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Chemainus Valley Courier	3,663	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Comox Valley Record	21,581	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Ladysmith Chronicle	4,187	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Lake Cowichan Gazette	381	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Nanaimo News Bulletin	31,492	10.333	x	12.250	8	x	171.5	1,372				4C		1	
North Island Gazette	1,028	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Parksville Qualicum News	16,492	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Tofino/Ucluelet Westerly News	794	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Goldstream News Gazette	17,808	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Oak Bay News	6,015	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Peninsula News Review	14,481	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Saanich News	30,687	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Victoria News	24,763	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Sooke News Mirror	5,852	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Bella Coola Coast Mountain News	228	10.333	x	12.250	8	x	171.5	1,372				4C		1	
Gulf Islands Driftwood	2,516	10.25	x	14.000	10	x	196.0	1,960				4C		1	
Burnaby Now	44,165	9.875	x	12.000	6	x	168	1,008				4C		1	
New Westminster Record	16,946	7.717	x	12.000	6	x	168	1,008				4C		1	
Tri City News	52,000	7.717	x	12.000	6	x	168	1,008				4C		1	
Delta Optimist	17,000	7.717	x	12.000	6	x	168	1,008				4C		1	
North Shore News	60,000	7.717	x	12.000	6	x	168	1,008				4C		1	
Richmond News	46,464	7.717	x	12.000	6	x	168	1,008				4C		1	
Vancouver is Awesome	111,200	7.717	x	12.000	6	x	168	1,008				4C		1	
Bowen Island Undercurrent	1,150	7.717	x	12.000	6	x	168	1,008				4C		1	
Coast Reporter - Sunshine Coast	11,670	9.75	x	13.347	6	x	186	1,116				4C		1	
Peak Midweek	6,800	10.25	x	12.050	6	x	169	1,014				4C		1	
Powell River Peak	3,000	7.717	x	12.050	6	x	169	1,014				4C		1	
Squamish Chief	8,000	9.875	x	13.375	6	x	187	1,122				4C		1	
Pique Newsmagazine	12,500	9.125	x	12.500	4	x	175	700				4C		1	
Gabriola Sounder	2,800	10.25	x	15.500	6	x	217	1,302				4C		1	
Victoria Times Colonist (Subscribers)	40,028	10.5	x	21.790	5	x	8 Rows					4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	10.34	x	20.500	10	x	287	2,870				4C		1	
The Province (Fixed MOD Sizes)	88,100	10.34	x	11.429	10	x	160	1,600				4C		1	
													TOTAL NET COST		**$107,002.41**

Publication	Circ	Ad Size (in) (Width x Hight)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$2,310.00**

REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work.
Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL ADVERTISING COSTS **$109,312.41**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2021-07-26

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Poorooshasb

Date: 2021-07-26

STOB:

GCPE 67	☑
MINISTRY 67	☐
MINISTRY 68	☐

STOB 68 BILLING TO: **Ministry Branch Mailing Address**

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: **gcpe.financebilling@gov.bc.ca**

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	2021-01-27
CAMPAIGN NAME:	Vax BC	**APO #:**	**A4573**
FLIGHT DATES:	July 28 - Aug 8	**VERSION:**	**Original**
TARGET AUDIENCE:	TBD	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	**July 28 - Aug 8**	In-Feed	NR	Island Health, VCH, Fraser Health	2	NR	
Twitter	**July 28 - Aug 8**	In-Feed		Island Health, VCH, Fraser Health	2		
						Total Ad Cost	**$30,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,310.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$32,310.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: **Kathryn LeSueur**
Date: **2021-07-27**

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: **Nammi Poorooshasb**
Date: **2021-07-27**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	05-Aug-21
CAMPAIGN NAME:	Covid-19 (Walk-in Wednesday, Vax for BC)	**APO #:**	**A4577**
FLIGHT DATES:	August 12 - August 18, 2021	**VERSION:**	V1
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	**Captus**
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of days	Total Imp.	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Thurs August 12 - Wed August 18	Display	Walk-in Wednesday		1		
	Mandarin (Simplified Chinese)	Thurs August 12 - Wed August 18	Display	Walk-in Wednesday		1		
	Punjabi (South Asian)	Thurs August 12 - Wed August 18	Display	Walk-in Wednesday		1		

Total Ad Cost **$3,150.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$420.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$3,570.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur **Date:** 2021-08-06

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Dawn Stewart **Date:** 2021-08-06

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	August 16, 2021
CAMPAIGN NAME:	C19 Print Ad - Kelowna	**APO #:**	A4587
MEDIUM:	Print	**CPC #:**	381219-22-GCPE46
FLIGHT DATES:	w/o August 16, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/2pg, Vertical, 4C**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Kelowna Capital News	33,362	5.111	x	12.214	4	x	171	684	NR			4C	NR	1	NR
West Kelowna News	9,253	5.111	x	12.214	4	x	171	684				4C		1	
Kelowna Daily Courier	8,275	7.278	x	14.429	7	x	202	1,414				4C		1	
Peachland View	3,200	5.08	x	12.250	3	x	172	516				4C		1	
													TOTAL NET COST		**$4,525.32**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$525.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$5,050.32**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kyla Kelch
Date: 08/16/2021

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Don Zadrevec
Date: 08/16/2021

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	30-Aug-21
CAMPAIGN NAME:	Covid - August	**APO #:**	A4588
FLIGHT DATES:	Aug 17th - Sept 26th	**VERSION:**	R4
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	Creative	# of Weeks	Total Imp.	Total Net Cost
Walk in Clinics x 4 weeks			NR				NR	
FB/IG	Aug 17th - Sept 19th	In-Feed		Island Health, VCH, Fraser Health	Walk in Clinics	4		
Twitter	Aug 17th - Sept 19th	In-Feed		Island Health, VCH, Fraser Health	Walk in Clinics	4		
Programmatic	Aug 17th - Sept 19th	Standard Display		Island Health, VCH, Fraser Health	Walk in Clinics	4		
SnapChat	Aug 17th - Sept 19th	Image Ads		Island Health, VCH, Fraser Health	Walk in Clinics	4		
Back to School								
FB/IG	Aug 30 - Sept 19	In-Feed		BC, Parents of kids 12+	Vaccine	3		
Masks								
MiQ (Display)	Aug 30 x 4 weeks	Standard Display		BC, 18+	Masks	4		
Facebook / IG	Aug 30 x 4 weeks	In-feed, Stories - Static		BC, 18+	Masks	4		
Twitter	Aug 30 x 4 weeks	Website Cards		BC, 18+	Masks	4		
							Total Ad Cost	**$165,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$11,235.00**
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.			**TOTAL**	**$176,235.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-09-01

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2021-09-01
(GCPE or Ministry)

Signature/Print Name: Nammi Pooroosiasb

STOB:		**STOB 68 BILLING TO:** ***Ministry Branch Email Address***
GCPE 67	☑	**BILLING CONTACT:**
MINISTRY 67	☐	**EMAIL :**
MINISTRY 68	☐	**STOB 67 BILLING TO:** gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	20-Aug-21
CAMPAIGN NAME:	C19 Walk in Everyday - In-language	**APO #:**	A4591
FLIGHT DATES:	August 20 - September 16, 2021	**VERSION:**	V1
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Week	Total Imp.	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Fri August 20 - Thu September 16	Display	Walk-in Clinics		4		
	Mandarin (Simplified Chinese)	Fri August 20 - Thu September 16	Display	Walk-in Clinics		4		
	Punjabi (South Asian)	Fri August 20 - Thu September 16	Display	Walk-in Clinics		4		
							Total Ad Cost	**$10,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$630.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL	**$10,630.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Karl Hardin **Date:** 21-08-20

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Don Zadrevec **Date:** 21-08-20

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	August 25, 2021
CAMPAIGN NAME:	Mask Mandate	**APO #:**	A4592
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE47
FLIGHT DATES:	w/o August 30, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	1/3 pg, Vertical	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	5.111	x	8.000	4	x	112	448	NR			4C	NR	1	NR
Agassiz - Harrison Observer	6,423	5.111	x	8.000	4	x	112	448				4C		1	
Aldergrove Star	28,127	5.111	x	8.000	4	x	112	448				4C		1	
Chilliwack Progress	13,041	5.111	x	8.000	4	x	112	448				4C		1	
Cloverdale Reporter	1,840	5.111	x	8.000	4	x	112	448				4C		1	
Hope Standard	28,521	5.111	x	8.000	4	x	112	448				4C		1	
Langley Advance Times	30,311	5.111	x	8.000	4	x	112	448				4C		1	
Maple Ridge/Pitt Meadows News	10,921	5.111	x	8.000	4	x	112	448				4C		1	
Mission Record	12,750	5.111	x	8.000	4	x	112	448				4C		1	
North Delta Reporter	28,414	5.111	x	8.000	4	x	112	448				4C		1	
Peace Arch News (White Rock)	66,000	5.111	x	8.000	4	x	112	448				4C		1	
Surrey Now Leader	54,541	5.111	x	8.000	4	x	112	448				4C		1	
Alberni Valley News	9,392	5.111	x	8.000	4	x	112	448				4C		1	
Campbell River Mirror	17,134	5.111	x	8.000	4	x	112	448				4C		1	
Chemainus Valley Courier	3,663	5.111	x	8.000	4	x	112	448				4C		1	
Comox Valley Record	21,581	5.111	x	8.000	4	x	112	448				4C		1	
Cowichan Valley Citizen (Duncan)	21,195	5.111	x	8.000	4	x	112	448				4C		1	
Ladysmith Chronicle	4,187	5.111	x	8.000	4	x	112	448				4C		1	
Lake Cowichan Gazette	381	5.111	x	8.000	4	x	112	448				4C		1	
Nanaimo News Bulletin	31,492	5.111	x	8.000	4	x	112	448				4C		1	
North Island Gazette	1,028	5.111	x	8.000	4	x	112	448				4C		1	
Parksville Qualicum News	16,492	5.111	x	8.000	4	x	112	448				4C		1	
Tofino/Ucluelet Westerly News	794	5.111	x	8.000	4	x	112	448				4C		1	
Goldstream News Gazette	17,808	5.111	x	8.000	4	x	112	448				4C		1	
Oak Bay News	6,015	5.111	x	8.000	4	x	112	448				4C		1	
Peninsula News Review	14,481	5.111	x	8.000	4	x	112	448				4C		1	
Saanich News	30,687	5.111	x	8.000	4	x	112	448				4C		1	
Victoria News	24,763	5.111	x	8.000	4	x	112	448				4C		1	
Sooke News Mirror	5,852	5.111	x	8.000	4	x	112	448				4C		1	
100 Mile House Free Press	1,358	5.111	x	8.000	4	x	112	448				4C		1	
Bella Coola Coast Mountain News	228	5.111	x	8.000	4	x	112	448				4C		1	
Burns Lake District News	1,089	5.111	x	8.000	4	x	112	448				4C		1	
Fort St. James Caledonia Courier	405	5.111	x	8.000	4	x	112	448				4C		1	
Houston Today	602	5.111	x	8.000	4	x	112	448				4C		1	
Kitimat Northern Sentinel	822	5.111	x	8.000	4	x	112	448				4C		1	
Prince Rupert Northern View	4,884	5.111	x	8.000	4	x	112	448				4C		1	
Quesnel Cariboo Observer	1,057	5.111	x	8.000	4	x	112	448				4C		1	
Smithers Interior News	2,155	5.111	x	8.000	4	x	112	448				4C		1	
Terrace Standard	8,759	5.111	x	8.000	4	x	112	448				4C		1	
Vanderhoof Omineca Express	763	5.111	x	8.000	4	x	112	448				4C		1	
Stuart Nechako Advertiser (Vanderhoof)	2,913	5.111	x	8.000	4	x	112	448				4C		1	
Williams Lake Tribune	8,660	5.111	x	8.000	4	x	112	448				4C		1	
Ashcroft Cache Creek Journal	615	5.111	x	8.000	4	x	112	448				4C		1	
Barriere North Thompson Journal	1,486	5.111	x	8.000	4	x	112	448				4C		1	
Castlegar News	6,587	5.111	x	8.000	4	x	112	448				4C		1	
Clearwater North Thompson Times	580	5.111	x	8.000	4	x	112	448				4C		1	
Cranbrook Townsman	1,457	5.111	x	8.000	4	x	112	448				4C		1	
Creston Valley Advance	2,161	5.111	x	8.000	4	x	112	448				4C		1	
East Kootenay Extra (Cranbook & Kimberley)	14,805	5.111	x	8.000	4	x	112	448				4C		1	
Fernie Free Press	5,815	5.111	x	8.000	4	x	112	448				4C		1	
Golden Star	1,400	5.111	x	8.000	4	x	112	448				4C		1	
Grand Forks Gazette	2,116	5.111	x	8.000	4	x	112	448				4C		1	
Greenwood Boundary Creek Times	348	5.111	x	8.000	4	x	112	448				4C		1	
Columbia Valley Pioneer	4,400	5.07	x	9.000	3	x	126	378				4C		1	
Kelowna Capital News	33,362	5.111	x	8.000	4	x	112	448				4C		1	
Keremeos Review	1,300	5.111	x	8.000	4	x	112	448				4C		1	
Kimberley Bulletin	827	5.111	x	8.000	4	x	112	448				4C		1	
Nakusp Arrow Lakes News	421	5.111	x	8.000	4	x	112	448				4C		1	
Nelson Star	8,754	5.111	x	8.000	4	x	112	448				4C		1	
Penticton Western News	18,869	5.111	x	8.000	4	x	112	448				4C		1	
Princeton Similkameen Spotlight	983	5.111	x	8.000	4	x	112	448				4C		1	
Revelstoke Times Review	1,071	5.111	x	8.000	4	x	112	448				4C		1	
Rossland News	1,200	5.111	x	8.000	4	x	112	448				4C		1	
Lakeshore Shuswap Market News	11,971	5.111	x	8.000	4	x	112	448				4C		1	
Salmon Arm Observer	2,119	5.111	x	8.000	4	x	112	448				4C		1	
Sicamous Eagle Valley News	428	5.111	x	8.000	4	x	112	448				4C		1	
Summerland Review	1,750	5.111	x	8.000	4	x	112	448				4C		1	

Publication	Circ	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Trail Daily Times	2,366	5.111	x	8.000	4	x	112	448	NR			4C	NR	1	NR
Vernon Morning Star	27,310	5.111	x	8.000	4	x	112	448				4C		1	
West Kelowna News	9,253	5.111	x	8.000	4	x	112	448				4C		1	
West Kootenay Advertiser	18,364	5.111	x	8.000	4	x	112	448				4C		1	
Winfield Lake Country Calendar	4,200	5.111	x	8.000	4	x	112	448				4C		1	
Gulf Islands Driftwood	2,516	5.07	x	9.000	5	x	126	630				4C		1	
Kamloops This Week	30,417	4.875	x	8.000	4	x	112	448				4C		1	
Merritt Herald	5,300	4.875	x	8.000	4	x	112	448				4C		1	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	8.210	3	x	115	345				4C		1	
Burnaby Now	44,165	6.528	x	10.000	4	x	140	560				4C		1	
New Westminster Record	16,946	6.528	x	10.000	4	x	140	560				4C		1	
Tri City News	52,000	6.528	x	10.000	4	x	140	560				4C		1	
Delta Optimist	17,000	6.528	x	10.000	4	x	140	560				4C		1	
North Shore News	60,000	6.528	x	10.000	4	x	140	560				4C		1	
Richmond News	46,464	6.528	x	10.000	4	x	140	560				4C		1	
Vancouver is Awesome	111,200	6.528	x	10.000	4	x	140	560				4C		1	
Bowen Island Undercurrent	1,150	6.528	x	10.000	4	x	140	560				4C		1	
Bridge River Lillooet News	1,200	6.777	x	10.000	4	x	140	560				4C		1	
Coast Reporter - Sunshine Coast	11,670	6.44	x	10.000	4	x	140	560				4C		1	
Peak Midweek	6,800	6.778	x	10.000	4	x	140	560				4C		1	
Powell River Peak	3,000	6.778	x	10.000	4	x	140	560				4C		1	
Squamish Chief	8,000	4.85	x	6.600	3	x	93	279				4C		1	
Pique Newsmagazine	12,500	4.48	x	9.330	2	x	131	262				4C		1	
Kelowna Daily Courier	8,275	5.167	x	13.286	5	x	186	930				4C		1	
Westside Weekly	11,523	5.167	x	13.289	5	x	186	930				4C		1	
Lumby Valley Times	2,200	5.075	x	8.125	3	x	114	342				4C		1	
Northern Horizon	16,500	6.247	x	6.290	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	5.5	x	6.000	4	x	84	336				4C		1	
Peachland View	3,200	6.83	x	10.000	4	x	140	560				4C		1	
Penticton Herald	4,555	5.167	x	13.289	5	x	186	930				4C		1	
Gabriola Sounder	2,800	6.7	x	10.000	4	x	140	560				4C		1	
Victoria Times Colonist (Subscribers)	40,028	4.1	x	21.790	2	x	8					4C		1	
Dawson Creek Mirror	9,385	4.6544	x	8.360	5	x	117	585				4C		1	
Fort Nelson News	2,300	7.686	x	9.360	6	x	131	786				4C		1	
Fort St. John Alaska Highway News - TMC	10,391	6.847	x	10.000	7	x	140	980				4C		1	
Prince George Citizen (MODULAR SIZES)	17,500	4.854	x	12.000	3	x	168	504				4C		1	
Rocky Mountain Valley Goat	750	6.778	x	10.000	4	x	140	560				4C		1	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	13.643	5	x	191	955				4C		1	
The Province (Fixed MOD Sizes)	88,100	5.095	x	7.571	5	x	106	530				4C		1	
													TOTAL NET COST		$91,268.91

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,045.00
		TOTAL	$94,313.91

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: Aug. 25/2021

Approved by Expense Authority: (GCPE or Ministry)
Signature/Print Name: Don Zadravec
Date: Aug. 25/2021.

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	August 27, 2021
CAMPAIGN NAME:	Covid19 - Masks	**APO #:**	A4595
MEDIUM:	In-Language Newspaper (Vertical Half Page)	**CPC #:**	381219-22-GCPE48
FLIGHT DATES:	August 30 - September 5, 2021	**VERSION:**	Origianl
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	Vertical, Half Page	**CONTRACT #:**	
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS - TRADITIONAL								
Lower Mainland	MING PAO Weekday	8.27"	x	13.622"	4C	NR	1	NR
Lower Mainland	MING PAO Weekend	8.27"	x	13.622"	4C		1	
Lower Mainland	SING TAO Weekday	8.66"	x	14.173"	4C		1	
Lower Mainland	SING TAO Weekend	8.66"	x	14.173"	4C		1	
Lower Mainland	DAWA BUSINESS PRESS	8.66"	x	13.386"	4C		1	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		1	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		1	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		1	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		1	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		1	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		1	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		1	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		1	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/ IndoCdn Voice	5"	x	14.25"	4C		1	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		1	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		1	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		1	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		1	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz	5"	x	14.25"	4C		1	
Lower Mainland	ASIAN STAR *Combo w/ PUNJABI STAR	5"	x	14.5"	4C		1	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		1	
							Total Ad Cost	**$16,481.52**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	August 27, 2021
CAMPAIGN NAME:	Covid19 - Masks	**APO #:**	A4595
MEDIUM:	In-Language Newspaper (Vertical Half Page)	**CPC #:**	381219-22-GCPE48
FLIGHT DATES:	August 30 - September 5, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	Vertical, Half Page	**CONTRACT #:**	
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees	**$1,470.00**
TOTAL	**$17,951.52**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 2021-08-20

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: (GCPE or Ministry) Date: 2021-08-20

Signature/Print Name: Don Zadravec

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	30-Aug-21
CAMPAIGN NAME:	Proof of Vaccine	APO #:	A4596
FLIGHT DATES:	Sept 7 - Oct 30	VERSION:	R4
TARGET AUDIENCE:	Various (see below)	MEDIA BUYER:	Dana Gabal
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	Creative	# of Weeks	Total Imp.	Total Net Cost
Proof of Vaccine			NR				NR	
FB/IG	Sept 7 x 3 weeks	In-Feed / Stories		BC, 18+	Proof of Vaccine	3		
	Sept 7 x 3 weeks	In-Feed / Stories		BC, 18+	3 steps	3		
Snapchat	Sept 7 x 3 weeks	Image/Video ads		BC, 18+	3 steps	3		
TikTok	Sept 7 x 3 weeks	Video Ads		BC, 18+	3 steps	3		
YouTube	Sept 7 x 3 weeks	:15 video		BC, 18+	3 steps	3		
Twitch	Sept 7 x 3 weeks	:15 video		BC, 18+	3 steps	3		
MiQ	Sept 7 x 3 weeks	Standard Display		BC, 18+	3 steps & Proof	3		
	Sept 7 x 3 weeks	:15 video		BC, 18+	Proof of Vaccine	3		
WMG	Sept 7 x 3 weeks	:15 / :30 audio		BC, 18+	Proof of Vaccine	3		
Google	Sept 7 - Oct 30	ad copy		keywords	NA	8		
							Total Ad Cost	$230,000.00

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	$14,595.00

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	30-Aug-21
CAMPAIGN NAME:	Proof of Vaccine	APO #:	A4596
FLIGHT DATES:	Sept 7 - Oct 30	VERSION:	R4
TARGET AUDIENCE:	Various (see below)	MEDIA BUYER:	Dana Gabat
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.	TOTAL	$244,595.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 2021-08-31

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: (GCPE or Ministry) Date: 2021-08-31

Signature/Print Name: Nammi Poorooshasb

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	September 1, 2021
CAMPAIGN NAME:	C19 Vaccine Care	APO #:	A4597
MEDIUM:	English Print	GPC #:	381219-22-GCPE49
FLIGHT DATES:	September 5 - 26, 2021	VERSION:	Original
TARGET AUDIENCE:	A25-54	MEDIA BUYER:	Brittany Dame
UNIT:	1/3 pg Vertical	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ad Size: (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER	Total	Total
Abbotsford News	33,533	5.111	x	8.000	4	x	112	448	NR			4C	NR	3	NR
Agassiz - Harrison Observer	6,423	5.111	x	8.000	4	x	112	448				4C		3	
Aldergrove Star	28,127	5.111	x	8.000	4	x	112	448				4C		3	
Chilliwack Progress	13,041	5.111	x	8.000	4	x	112	448				4C		3	
Cloverdale Reporter	1,840	5.111	x	8.000	4	x	112	448				4C		3	
Hope Standard	28,521	5.111	x	8.000	4	x	112	448				4C		3	
Langley Advance Times	32,311	5.111	x	8.000	4	x	112	448				4C		3	
Maple Ridge/Pitt Meadows News	10,921	5.111	x	8.000	4	x	112	448				4C		3	
Mission Record	12,750	5.111	x	8.000	4	x	112	448				4C		3	
North Delta Reporter	28,414	5.111	x	8.000	4	x	112	448				4C		3	
Peace Arch News (White Rock)	65,000	5.111	x	8.000	4	x	112	448				4C		3	
Surrey Now Leader	54,541	5.111	x	8.000	4	x	112	448				4C		3	
Alberni Valley News	9,392	5.111	x	8.000	4	x	112	448				4C		3	
Campbell River Mirror	17,134	5.111	x	8.000	4	x	112	448				4C		3	
Chemainus Valley Courier	3,663	5.111	x	8.000	4	x	112	448				4C		3	
Comox Valley Record	21,581	5.111	x	8.000	4	x	112	448				4C		3	
Cowichan Valley Citizen (Duncan)	21,195	5.111	x	8.000	4	x	112	448				4C		3	
Ladysmith Chronicle	4,187	5.111	x	8.000	4	x	112	448				4C		3	
Lake Cowichan Gazette	381	5.111	x	8.000	4	x	112	448				4C		3	
Nanaimo News Bulletin	31,492	5.111	x	8.000	4	x	112	448				4C		3	
North Island Gazette	1,028	5.111	x	8.000	4	x	112	448				4C		3	
Parksville Qualicum News	16,492	5.111	x	8.000	4	x	112	448				4C		3	
Tofino/Ucluelet Westerly News	794	5.111	x	8.000	4	x	112	448				4C		3	
Goldstream News Gazette	17,808	5.111	x	8.000	4	x	112	448				4C		3	
Oak Bay News	6,015	5.111	x	8.000	4	x	112	448				4C		3	
Peninsula News Review	14,481	5.111	x	8.000	4	x	112	448				4C		3	
Saanich News	30,687	5.111	x	8.000	4	x	112	448				4C		3	
Victoria News	24,763	5.111	x	8.000	4	x	112	448				4C		3	
Sooke News Mirror	5,852	5.111	x	8.000	4	x	112	448				4C		3	
100 Mile House Free Press	1,358	5.111	x	8.000	4	x	112	448				4C		3	
Bella Coola Coast Mountain News	226	5.111	x	8.000	4	x	112	448				4C		3	
Burns Lake District News	1,089	5.111	x	8.000	4	x	112	448				4C		3	
Fort St. James Caledonia Courier	495	5.111	x	8.000	4	x	112	448				4C		3	
Houston Today	602	5.111	x	8.000	4	x	112	448				4C		3	
Kitimat Northern Sentinel	822	5.111	x	8.000	4	x	112	448				4C		3	
Prince Rupert Northern View	4,884	5.111	x	8.000	4	x	112	448				4C		3	
Quesnel Cariboo Observer	1,057	5.111	x	8.000	4	x	112	448				4C		3	
Smithers Interior News	2,155	5.111	x	8.000	4	x	112	448				4C		3	
Terrace Standard	8,759	5.111	x	8.000	4	x	112	448				4C		3	
Vanderhoof Omineca Express	763	5.111	x	8.000	4	x	112	448				4C		3	
Stuart Nechako Advertiser (Vanderhoof)	2,913	5.111	x	8.000	4	x	112	448				4C		3	
Williams Lake Tribune	8,660	5.111	x	8.000	4	x	112	448				4C		3	
Ashcroft Cache Creek Journal	615	5.111	x	8.000	4	x	112	448				4C		3	
Barriere North Thompson Journal	1,486	5.111	x	8.000	4	x	112	448				4C		3	
Castlegar News	6,587	5.111	x	8.000	4	x	112	448				4C		3	
Clearwater North Thompson Times	580	5.111	x	8.000	4	x	112	448				4C		3	
Cranbrook Townsman	1,457	5.111	x	8.000	4	x	112	448				4C		2	
Creston Valley Advance	2,161	5.111	x	8.000	4	x	112	448				4C		3	
East Kootenay Extra (Cranbrook & Kimberley)	14,605	5.111	x	8.000	4	x	112	448				4C		3	
Fernie Free Press	5,815	5.111	x	8.000	4	x	112	448				4C		3	
Golden Star	1,400	5.111	x	8.000	4	x	112	448				4C		3	
Grand Forks Gazette	2,116	5.111	x	8.000	4	x	112	448				4C		3	
Greenwood Boundary Creek Times	348	5.111	x	8.000	4	x	112	448				4C		3	
Columbia Valley Pioneer	4,400	5.07	x	9.000	3	x	126	378				4C		3	
Kelowna Capital News	33,362	5.111	x	8.000	4	x	112	448				4C		3	
Keremeos Review	1,300	5.111	x	8.000	4	x	112	448				4C		3	
Kimberley Bulletin	827	5.111	x	8.000	4	x	112	448				4C		2	
Nakusp Arrow Lakes News	421	5.111	x	8.000	4	x	112	448				4C		3	
Nelson Star	8,754	5.111	x	8.000	4	x	112	448				4C		3	
Penticton Western News	18,869	5.111	x	8.000	4	x	112	448				4C		3	
Princeton Similkameen Spotlight	983	5.111	x	8.000	4	x	112	448				4C		3	
Revelstoke Times Review	1,071	5.111	x	8.000	4	x	112	448				4C		3	
Rossland News	1,200	5.111	x	8.000	4	x	112	448				4C		3	
Lakeshore Shuswap Market News	11,971	5.111	x	8.000	4	x	112	448				4C		3	
Salmon Arm Observer	2,119	5.111	x	8.000	4	x	112	448				4C		3	
Sicamous Eagle Valley News	478	5.111	x	8.000	4	x	112	448				4C		3	
Summerland Review	1,750	5.111	x	8.000	4	x	112	448				4C		3	

Publication	Circ	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Trail Daily Times	2,366	5.111	x	8.000	4	x	112	448	NR			4C	NR	2	NR
Vernon Morning Star	27,310	5.111	x	8.000	4	x	112	448				4C		3	
West Kelowna News	9,253	5.111	x	8.000	4	x	112	448				4C		3	
West Kootenay Advertiser	18,364	5.111	x	8.000	4	x	112	448				4C		3	
Winfield Lake Country Calendar	4,200	5.111	x	8.000	4	x	112	448				4C		3	
Gulf Islands Driftwood	2,516	5.07	x	9.000	5	x	126	630				4C		3	
Kamloops This Week	30,417	4.875	x	8.000	4	x	112	448				4C		3	
Merritt Herald	5,300	4.875	x	8.000	4	x	112	448				4C		3	
Times Chronicle - Oliver & Osoyoos	2,000	5.08	x	8.210	3	x	115	345				4C		3	
Burnaby Now	44,185	6.528	x	10.000	4	x	140	560				4C		3	
New Westminster Record	16,946	6.528	x	10.000	4	x	140	560				4C		3	
Tri City News	52,000	6.528	x	10.000	4	x	140	560				4C		3	
Delta Optimist	17,000	6.528	x	10.000	4	x	140	560				4C		3	
North Shore News	60,000	6.528	x	10.000	4	x	140	560				4C		3	
Richmond News	46,464	6.528	x	10.000	4	x	140	560				4C		3	
Vancouver is Awesome	111,200	6.528	x	10.000	4	x	140	560				4C		3	
Bowen Island Undercurrent	1,150	6.528	x	10.000	4	x	140	560				4C		3	
Bridge River Lillooet News	1,200	6.777	x	10.000	4	x	140	560				4C		3	
Coast Reporter - Sunshine Coast	11,670	6.44	x	10.000	4	x	140	560				4C		3	
Peak Midweek	6,800	6.778	x	10.000	4	x	140	560				4C		3	
Powell River Peak	3,000	6.778	x	10.000	4	x	140	560				4C		3	
Squamish Chief	8,000	4.85	x	6.600	3	x	93	279				4C		3	
Pique Newsmagazine	12,500	4.48	x	9.330	2	x	131	262				4C		3	
Kelowna Daily Courier	8,275	5.167	x	13.286	5	x	186	930				4C		4	
Westside Weekly	11,523	5.167	x	13.289	5	x	186	930				4C		3	
Lumby Valley Times	2,200	5.075	x	8.125	3	x	114	342				4C		3	
Northern Horizon	16,500	6.247	x	6.290	4	x	88	352				4C		3	
Okanagan Advertiser	5,000	5.5	x	6.000	4	x	84	336				4C		3	
Peachland View	3,200	6.83	x	10.000	4	x	140	560				4C		3	
Penticton Herald	4,655	5.167	x	13.289	5	x	186	930				4C		3	
Gabriola Sounder	2,800	6.7	x	10.000	4	x	140	560				4C		3	
Victoria Times Colonist (Subscribers)	40,028	4.1	x	21.790	2	x	8	[redacted]				4C		4	
Dawson Creek Mirror	9,385	4.8544	x	8.360	5	x	117	585				4C		3	
Fort Nelson News	2,300	7.686	x	9.360	6	x	131	786				4C		3	
Fort St. John Alaska Highway News - TMC	10,391	5.847	x	10.000	7	x	140	980				4C		3	
Prince George Citizen (MODULAR SIZES)	17,500	4.854	x	12.000	3	x	168	504				4C		3	
Rocky Mountain Valley Goal	750	5.776	x	10.000	4	x	140	560				4C		3	
Vancouver Sun (Fixed MOD Sizes)	114,452	5.095	x	13.643	5	x	191	955				4C		4	
The Province (Fixed MOD Sizes)	88,100	5.095	x	7.571	5	x	106	530				4C		4	
													TOTAL NET COST		$286,826.92

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$4,200.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $291,026.92

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2021-09-01

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Nammi Pooreshasb

Date: 2021-09-01

STOB:

GCPE 67

MINISTRY 67

MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	DATE:	September 1, 2021
CAMPAIGN NAME:	Covid-19 Vaccine Card	CPC #	381219-22-GCPE51
MEDIUM:	Television - ENG	APO #:	A4598
FLIGHT DATES:	Thurs. Sept. 8 - Sun. Sept. 12, 2021 / Thurs. Sept. 15 - Sun. Sept. 19, 2021	VERSION:	R1
TARGET AUDIENCE:	A25-54	MEDIA BUYER:	Brittany Dame
UNIT:	News Zone 4	CONTRACT #:	C21GCPE001
REVISION COMMENT:	Changed Dates and added in another week		

SECTION 1 (edit column titles according to media type) AD COSTING

Market	Recommended Stations	Flight Date(s)	Estimated Gross CPR	Weekly GRP's	Weekly Cost Net	# of Weeks	Total Net Cost
Vancouver / Victoria	BC1	Thurs. Sept. 8 - Sun. Sept. 12, 2021	News Zone 4	NR	1	NR	
Vancouver / Victoria	BC1	Thurs. Sept. 15 - Sun. Sept. 19, 2021	News Zone 4		1		
					Total Ad Cost		

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$262.50

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL NR

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Date: 2021-09-01

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: (GCPE or Ministry) Date: 2021-09-01

Signature/Print Name: Namm Poorooshasb

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

!PROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	DATE:	September 1, 2021
CAMPAIGN NAME:	C19 Vaccine Card	CPC:	381213-22-GCPE50
FLIGHT DATES:	September 8 - 28, 2021 (3 weeks)	APO #:	A4590
MEDIUM:	Radio	VERSION:	Original
UNIT:	30's	MEDIA BUYER:	Brittany Dame
TARGET AUDIENCE:	18+	CONTRACT:	C21GCPE001
CREATIVE DEADLINE:	Thursday prior		

SECTION 1 - AD COSTING

						2021-09-08	2021-09-28		3		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET 30 CPP/SPOT	NET 30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWER MAINLAND/WHISTLER											
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR		2021-09-08	2021-09-28	175	3	525	NR
SURREY	CISFFM					2021-09-08	2021-09-28	21	3	63	
CHILLIWACK	CHWKFM					2021-09-08	2021-09-28	21	3	63	
CHILLIWACK	CKSRFM					2021-09-08	2021-09-28	21	3	63	
ABBOTSFORD	CKQCFM					2021-09-08	2021-09-28	21	3	63	
SQUAMISH / WHISTLER	CISQFM					2021-09-08	2021-09-28	21	3	63	
WHISTLER	CKEEFM					2021-09-08	2021-09-28	21	3	63	
ISLAND											
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2021-09-08	2021-09-28	125	3	375	
TOFINO	CHMZFM		6a - 12a			2021-09-08	2021-09-28	21	3	63	
UCLUELET	CIMMFM		6a - 12a			2021-09-08	2021-09-28	21	3	63	
COURTENAY/COMOX	CKKC		6a - 12a			2021-09-08	2021-09-28	21	3	63	
NANAIMO	CHWFFM	Rock	6a - 12a			2021-09-08	2021-09-28	0	0	0	
NANAIMO	CKWVFM	Hot AC	6a - 12a			2021-09-08	2021-09-28	0	0	0	
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a			2021-09-08	2021-09-28	0	0	0	
PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a			2021-09-08	2021-09-28	0	0	0	
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a			2021-09-08	2021-09-28	0	0	0	
COURTENAY/COMOX	CFCPFM	Rock	6a - 12a			2021-09-08	2021-09-28	0	0	0	
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a			2021-09-08	2021-09-28	0	0	0	
DUNCAN	CJSUFM	Classic Hits	6a - 12a			2021-09-08	2021-09-28	0	0	0	
POWELL RIVER	CFPWFM	Classic Hits	6a - 12a			2021-09-08	2021-09-28	0	0	0	
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a			2021-09-08	2021-09-28	0	0	0	
PORT HARDY	CFNIAM	Classic Hits	6a - 12a			2021-09-08	2021-09-28	0	0	0	
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a			2021-09-08	2021-09-28	0	0	0	
CENTRAL INTERIOR											

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
KELOWNA	CKLZFM	Rock	6a-12a	NR		2021-09-06	2021-09-26	21	3	63	NR
KELOWNA	CKQDFM	Classic Hits	6a-12a			2021-09-06	2021-09-26	21	3	63	
KELOWNA	CKOV		6a-12a			2021-09-12	2021-09-14	21	3	63	
KAMLOOPS	CIFMFM	Rock	6a-12a			2021-09-06	2021-09-26	21	3	63	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2021-09-06	2021-09-26	21	3	63	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2021-09-06	2021-09-26	21	3	63	
BARRIERE	CHLWFM	Rock	6a-12a			2021-09-06	2021-09-26	21	3	63	
MERRITT	CKMQ	AC				2021-09-06	2021-09-26	21	3	63	
KELOWNA	CHSU	Hot AC				2021-09-06	2021-09-26	0	0	0	
KELOWNA	CILK	AC				2021-09-06	2021-09-26	0	0	0	
KELOWNA	CKFR	Newstalk				2021-09-06	2021-09-26	0	0	0	
KELOWNA	CKKO	Rock				2021-09-06	2021-09-26	0	0	0	
KAMLOOPS	CKRV	Contemporary Hit				2021-09-06	2021-09-26	0	0	0	
KAMLOOPS	CJKC	Country				2021-09-06	2021-09-26	0	0	0	
KAMLOOPS	CHNL	News Talk				2021-09-06	2021-09-26	0	0	0	
VERNON	CICF	Hot AC				2021-09-06	2021-09-26	0	0	0	
PENTICTON	CIGV	Country				2021-09-06	2021-09-26	0	0	0	
PENTICTON	CJMG	Hot AC				2021-09-06	2021-09-26	0	0	0	
PENTICTON	CKOR	AC				2021-09-06	2021-09-26	0	0	0	
SUMMERLAND	CHOR	AC				2021-09-06	2021-09-26	0	0	0	
OSOYOOS/OLIVER	CJOR	AC				2021-09-06	2021-09-26	0	0	0	
SALMON ARM	CKXR	AC				2021-09-06	2021-09-26	0	0	0	
REVELSTOKE	CKCR	AC				2021-09-06	2021-09-26	0	0	0	
GOLDEN	CKGR	AC				2021-09-06	2021-09-26	0	0	0	
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a			2021-09-06	2021-09-26	21	3	63	
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a			2021-09-06	2021-09-26	21	3	63	
MACKENZIE	CHMMFM					2021-09-06	2021-09-26	21	3	63	
PRINCE GEORGE	CJCIFM	Country	6a-12a			2021-09-06	2021-09-26	0	0	0	
PRINCE GEORGE	CIRXFM	Rock	6a-12a			2021-09-06	2021-09-26	0	0	0	
VANDERHOOF	CIRXFM1	Rock	6a-12a			2021-09-06	2021-09-26	0	0	0	
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a			2021-09-06	2021-09-26	0	0	0	
QUESNEL	CKCQFM	Country	6a-12a			2021-09-06	2021-09-26	0	0	0	
QUESNEL	CFFM2	Rock	6a-12a			2021-09-06	2021-09-26	0	0	0	
WILLIAMS LAKE	CKWLM	Country	6a-12a			2021-09-06	2021-09-26	0	0	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a			2021-09-06	2021-09-26	0	0	0	
100 MILE HOUSE	CKBX	Country	6a-12a			2021-09-06	2021-09-26	0	0	0	
TERRACE	CFNREM (Northern Native Radio)	Rock & Aboriginal	6a-6p			2021-09-06	2021-09-26	21	3	63	
TERRACE	CJFW	Country				2021-09-06	2021-09-26	0	0	0	
TERRACE	CFTK	AC				2021-09-06	2021-09-26	0	0	0	
PRINCE RUPERT	CHTK	AC				2021-09-06	2021-09-26	0	0	0	
KITIMAT	CKTK	AC				2021-09-06	2021-09-26	0	0	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a	NR		2021-09-06	2021-09-26	21	3	63	
FORT ST. JOHN	CKFUFM					2021-09-06	2021-09-26	21	3	63	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK) SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
DAWSON CR /TUMBLER R.	CJDC	Country		NR		2021-09-08	2021-09-26	0	0	0	NR
FORT ST. JOHN	CKNL	AOR/Mainstream Rock				2021-09-08	2021-09-26	0	0	0	
FORT ST. JOHN	CHRX	Hot AC				2021-09-08	2021-09-26	0	0	0	
FORT NELSON	CKRX	AOR/Mainstream Rock				2021-09-08	2021-09-26	0	0	0	
CASTLEGAR	CKQRFM	Rock	6a-12a			2021-09-08	2021-09-26	0	0	0	
NELSON	CHNVFM	Classic Hits	6a-12a			2021-09-08	2021-09-26	0	0	0	
GRAND FORK	CKGFFM	Classic Hits	6a-12a			2021-09-08	2021-09-26	0	0	0	
CRESTON	CKCV-FM	Classic Hits	6a-12a			2021-09-08	2021-09-26	0	0	0	
CRANBROOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a			2021-09-08	2021-09-26	0	0	0	
CRANBROOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a			2021-09-06	2021-09-26	0	0	0	
CRANBROOK/FERNIE	CFSM	Adult Contemporary	6a-12a			2021-09-08	2021-09-26	0	0	0	
TRAIL/CASTLEGAR/CRESTON	CJAT	AC				2021-09-08	2021-09-26	0	0	0	
NELSON/TRAIL	CKKC	AC				2021-09-08	2021-09-26	0	0	0	
											$218,590.80

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,570.00
		TOTAL	$222,160.80

REVISIONS this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ Date: 2021-09-01
Signature / Print Name / Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) _____ Date: 2021-09-01
Signature / Print Name/Nahmi Pooroohasb

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	September 2, 2021
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4600**
MEDIUM:	In-Language Newspaper (Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE53
FLIGHT DATES:	September 6 - September 26, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian, Filipino, Persian, Korean	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	2	
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		3	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		2	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		2	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		2	
FILIPINO NEWSPAPERS - ENGLISH								
Lower Mainland	Filipino Post Weekly	4.89"	x	14.5"	4C		2	
Lower Mainland	Philipine Asian News Today Bi-weekly	5"	x	13"	4C		1	
Lower Mainland	Philipine Showbiz Today Bi-weekly	5"	x	13"	4C		2	
PERSIAN NEWSPAPERS - FARSI								
Lower Mainland	Hamyaari Bi-weekly	4.75	x	12.5"	4C		1	
Lower Mainland	Daneshmand Weekly	10"	x	7"	4C		2	
Lower Mainland	Salam Vancouver magazine	10"	x	7"	4C		2	
Lower Mainland	Dan Magazine	4.614	x	12.677"	4C		2	
KOREAN NEWSPAPERS - KOREAN								
Lower Mainland	hankookin (Korean News)	9.45"	x	14.76"	4C		2	
Lower Mainland	Joongang (Korea Daily)	11.496"	x	10.394"	4C		2	
Lower Mainland	Kyocharo Newspaper	4.625"	x	13.6"	4C		2	
Lower Mainland	Vanchosun (Korean Press)	6.496"	x	19.567"	4C		2	
Lower Mainland	Today's Money	4.72"	x	12.59"	4C		2	
							Total Ad Cost	**$47,166.98**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	September 2, 2021
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4600**
MEDIUM:	In-Language Newspaper (Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE53
FLIGHT DATES:	September 6 - September 26, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian, Filipino, Persian, Korean	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees **$2,205.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$49,371.98**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-09-02

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Dawn Stewart
Date: 2021-09-02

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	Sept. 2, 2021
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4601**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE52
FLIGHT DATES:	September 9 - September 29, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE			NR		NR		NR
CHINESE	**CHMB (Cantonese, Mandarin)**						
	Cantonese - MO-SA / 6A-7P	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		21		3	
	Mandarin - MO-SA / 7P-12A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		21		3	
CHINESE	**CJVB (Cantonese)**	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		21		3	
	CHKGFM (Mandarin)	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		21		3	
						Chinese Total	**$13,173.30**
PUNJABI							
							NR
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						
	MON - SAT BREAKFAST / 6A-10A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		7		3	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		14		3	
	Radio Rim Jhim						
	MON - SAT BREAKFAST / 6A-10A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		7		3	

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	Sept. 2, 2021
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4601**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE52
FLIGHT DATES:	September 9 - September 29, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s				Total
	MON - SAT AFTERNOON DRIVE / 3P-7P	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29	NR	14	NR	3	NR
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**						
	MON - SUN BREAKFAST / 7A-11A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		7		3	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		14		3	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**						
	MON - SUN BREAKFAST / 7A-10A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		7		3	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		14		3	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**						
	MON - SUN ROTATIONAL / 6A-12A	Thu Sep 9 - Wed Sep 15 Thu Sep 16 - Wed Sep 22 Thu Sep 23 - Wed Sep 29		21		3	

Punjabi Total	**$18,833.85**
Total Ad Cost	**$32,007.15**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	Sept. 2, 2021
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4601**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE52
FLIGHT DATES:	September 9 - September 29, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,785.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$33,792.15**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-09-02**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2021-09-02**

Signature/Print Name: **Dawn Stewart**

STOB:
GCPE 67 ☑
MINISTRY 67 ■
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	30-Aug-21
CAMPAIGN NAME:	Covid-19 - Mask Mandate	**APO #:**	A4602
FLIGHT DATES:	September 1 - September 14, 2021	**VERSION:**	V1
TARGET AUDIENCE:	In-language (Chinese & Sounth Asian)	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Week	Total Imp.	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Wed September 1 - Tue September 14	Display	TBD		2		
	Mandarin (Simplified Chinese)	Wed September 1 - Tue September 14	Display	TBD		2		
	Punjabi (South Asian)	Wed September 1 - Tue September 14	Display	TBD		2		
							Total Ad Cost	**$5,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$630.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$5,630.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-09-03

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Dawn Stewart
Date: 2021-09-03

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	07-Sep-21
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4604**
FLIGHT DATES:	September 13 - October 3	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Weeks	Total Imp.	Total Net Cost
					NR		NR	
	Cantonese (Traditional Chinese)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Cantonese VO)		3		
	Mandarin (Simplified Chinese)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Mandarin VO)		3		
	Punjabi (South Asian)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Punjabi VO)		3		
YouTube	Hindi (South Asian)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Hindi VO)		3		
	Tagalog (Filipino)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Tagalog VO)		3		
	Farsi (Persian)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Farsi VO)		3		
	Korean (Korean)	Mon Sep 13 - Sun Oct 3	15s Video Skippable	Get Your Vaccine Card (Korean VO)		3		
Direct Buy - Dotoritv.com	Korean (Korean)	Mon Sep 13 - Sun Oct 3	15s Pre-roll Video	Get Your Vaccine Card (Korean VO)		3		
Direct Buy - TFC.TV / abs-cbnnews.com	Tagalog (Filipino)	Mon Sep 13 - Sun Oct 3	15s Pre-roll Video	Get Your Vaccine Card (Tagalog VO)		3		
	Cantonese (Traditional Chinese)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
	Mandarin (Simplified Chinese)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
	Punjabi (South Asian)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
Programmatic	Hindi (South Asian)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
	Tagalog (Filipino)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
	Farsi (Persian)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
	Korean (Korean)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
MingPao App	Cantonese (Traditional Chinese)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
SingTao Website	Cantonese (Traditional Chinese)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
Vanpeople.com	Mandarin (Simplified Chinese)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
The Times Group	Punjabi (South Asian)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
Darpanmagazine.com	Punjabi (South Asian)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
Philippine Canadian Inquirer	Tagalog (Filipino)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
todaysmoney.ca **vancouveredupost.ca** **canadaexpress.com** **budongsancanada.ca** **pointpang.com** **koreanbc.ca**	Korean (Korean)	Mon Sep 13 - Sun Oct 3	Standard Display	Get Your Vaccine Card		3		
							Total Ad Cost	**$49,833.00**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	07-Sep-21
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4604**
FLIGHT DATES:	September 13 - October 3	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	# of HOURS	Total AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$420.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$50,253.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: **Kathryn LeSueur** **Date:** **2021-09-09**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: **Nammi Poorooshasb** **Date:** **2021-09-09**

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	**2021-09-28**
CAMPAIGN NAME:	Covid & Vaccine Search	**APO #:**	**A4612**
FLIGHT DATES:	Oct 1 - Nov 30	**VERSION:**	Original
TARGET AUDIENCE:	All BC	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Message	Ad Unit	# of Weeks	Total Imp.	Total Net Cost
Google	Oct 1 - Nov 30	Covid Health & Safety	Ad Copy	8		NR
Google	Oct 1 - Nov 30	Covid Get Vaccinated	Ad Copy	8		
Google	Nov 1 - 30	Proof of Vaccine - GenPop	Ad Copy	4		
Google	Nov 1 - 30	Proof of Vaccine - Commercial	Ad Copy	4		
Microsoft Ads (Bing)	Nov 1 - 30	Proof of Vaccine - Commercial	Ad Copy	4		
Google	Oct 1 - Nov 30	Proof of Vaccine - Commercial	App store	8		
Apple	Oct 1 - Nov 30	Proof of Vaccine - Commercial	App store	8		
					Total Ad Cost	**$28,025.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Accounting/Administration Support			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$2,520.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$30,545.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kathryn LeSueur **Date:** 2021-10-05

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) Dawn Stewart **Date:** 2021-10-05

Signature/Print Name: Dawn Stewart

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	October 4, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**APO #:**	**A4614**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE58
FLIGHT DATES:	October 18 - November 7, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
100 Mile House Free Press	1,294	TH	5.111	x	8.000	4	x	112	448	NR			4C	NR	3	NR
Bella Coola Coast Mountain News	226	E/O TH	5.111	x	8.000	4	x	112	448				4C		1	
Burns Lake District News	927	W	5.111	x	8.000	4	x	112	448				4C		3	
Fort St. James Caledonia Courier	391	TH	5.111	x	8.000	4	x	112	448				4C		3	
Houston Today	575	W	5.111	x	8.000	4	x	112	448				4C		3	
Kitimat Northern Connector	3,818	TH	5.111	x	8.000	4	x	112	448				4C		3	
Prince Rupert Northern View	3,850	TH	5.111	x	8.000	4	x	112	448				4C		3	
Quesnel Cariboo Observer	967	W	5.111	x	8.000	4	x	112	448				4C		3	
Smithers Interior News	2,013	TH	5.111	x	8.000	4	x	112	448				4C		3	
Terrace Standard	8,118	TH	5.111	x	8.000	4	x	112	448				4C		3	
Vanderhoof Omineca Express	733	TH	5.111	x	8.000	4	x	112	448				4C		3	
Stuart Nechako Advertiser (Vanderhoof)	3,033	TH	5.111	x	8.000	4	x	112	448				4C		3	
Williams Lake Tribune	9,068	TH	5.111	x	8.000	4	x	112	448				4C		3	
Ashcroft Cache Creek Journal	555	TH	5.111	x	8.000	4	x	112	448				4C		3	
Barriere North Thompson Journal	627	TH	5.111	x	8.000	4	x	112	448				4C		3	
Castlegar News	6,684	TH	5.111	x	8.000	4	x	112	448				4C		3	
Clearwater North Thompson Times	686	TH	5.111	x	8.000	4	x	112	448				4C		3	
Cranbrook Townsman	1,337	TU	5.111	x	8.000	4	x	112	448				4C		3	
Creston Valley Advance	2,040	TH	5.111	x	8.000	4	x	112	448				4C		3	
Kootenay News Advertiser (Cranbook & Kimberley)	15,223	TH	5.111	x	8.000	4	x	112	448				4C		3	
Fernie Free Press	5,900	TH	5.111	x	8.000	4	x	112	448				4C		3	
Golden Star	1,183	TH	5.111	x	8.000	4	x	112	448				4C		3	
Grand Forks Gazette	2,106	W	5.111	x	8.000	4	x	112	448				4C		3	
Greenwood Boundary Creek Times	317	TH	5.111	x	8.000	4	x	112	448				4C		3	
Columbia Valley Pioneer	4,400	TH	5.070	x	9.000	3	x	126	378				4C		3	
Kelowna Capital News	33,801	TH	5.111	x	8.000	4	x	112	448				4C		3	
Keremeos Review	430	TH	5.111	x	8.000	4	x	112	448				4C		3	
Kimberley Bulletin	772	TU	5.111	x	8.000	4	x	112	448				4C		3	
Nakusp Arrow Lakes News	381	TH	5.111	x	8.000	4	x	112	448				4C		3	
Nelson Star	8,501	TH	5.111	x	8.000	4	x	112	448				4C		3	
Penticton Western News	22,143	W	5.111	x	8.000	4	x	112	448				4C		3	
Princeton Similkameen Spotlight	697	TH	5.111	x	8.000	4	x	112	448				4C		3	
Revelstoke Times Review	950	TH	5.111	x	8.000	4	x	112	448				4C		3	
Rossland News	1,200	TH	5.111	x	8.000	4	x	112	448				4C		3	
Lakeshore Shuswap Market News	11,671	F	5.111	x	8.000	4	x	112	448				4C		3	
Salmon Arm Observer	1,506	W	5.111	x	8.000	4	x	112	448				4C		3	
Sicamous Eagle Valley News	294	TH	5.111	x	8.000	4	x	112	448				4C		3	
Summerland Review	896	TH	5.111	x	8.000	4	x	112	448				4C		3	
Trail Daily Times	2,005	TU/TH	5.111	x	8.000	4	x	112	448				4C		3	
Vernon Morning Star	26,473	TH	5.111	x	8.000	4	x	112	448				4C		3	
West Kelowna News	10,593	W	5.111	x	8.000	4	x	112	448				4C		3	
West Kootenay Advertiser	26,529	TH	5.111	x	8.000	4	x	112	448				4C		3	
Winfield Lake Country Calendar	3,589	TH	5.111	x	8.000	4	x	112	448				4C		3	
Kamloops This Week	30,417	W	4.875	x	8.000	4	x	112	448				4C		3	
Merritt Herald	5,300	TH	4.875	x	8.000	4	x	112	448				4C		3	
Times Chronicle - Oliver & Osoyoos	2,000	W	5.080	x	8.214	3	x	115	345				4C		3	
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930				4C		3	
Westside Weekly	11,523	W	5.167	x	13.286	5	x	186	930				4C		3	
Lumby Valley Times	2,200	FR	5.075	x	8.143	3	x	114	342				4C		3	
Northern Horizon	16,500	E/O FR	6.247	x	6.286	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	TH	5.5	x	6.000	4	x	84	336				4C		3	
Peachland View	3,200	FR	6.83	x	10.000	4	x	140	560				4C		3	
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		3	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Dawson Creek Mirror	9,385	TH	4.6544	x	8.36	5	x	117	585	NR			4C	NR	3	NR
Fort Nelson News	2,300	W	7.686	x	9.36	6	x	131	786				4C		3	
Fort St. John Alaska Highway News - TMC	10,391	TH	3.853	x	16.571	4	x	232	928				4C		3	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	12.000	3	x	168	504				4C		3	
Rocky Mountain Valley Goat	750	TH	6.778	x	10.000	4	x	140	560				4C		3	
														TOTAL NET COST		$119,842.80

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $4,095.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $123,937.80

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-10-06

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2021-10-06
(GCPE or Ministry)

Signature/Print Name: Don Zadravec

STOB:

- **GCPE 67** ☑
- **MINISTRY 67** ☐
- **MINISTRY 68** ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY:	GCPE	**DATE:**	October 4, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**CPC:**	381219-22-GCPE59
FLIGHT DATES:	October 18 - November 7, 2021	**APO #:**	**A4615**
MEDIUM:	Radio	**VERSION:**	Original
UNIT:	30's	**MEDIA BUYER:**	Brittany Dame
TARGET AUDIENCE:	18+	**CONTRACT:**	C21GCPE001
CREATIVE DEADLINE:	Thursday prior		

SECTION 1 - AD COSTING

						2021-10-18	2021-11-07		3		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a-12a	NR		2021-10-18	2021-11-07	21	3	63	NR
KELOWNA	CKQQFM	Classic Hits	6a-12a			2021-10-18	2021-11-07	21	3	63	
KELOWNA	CKOV		6a-12a			2021-08-12	2021-08-14	21	3	63	
KAMLOOPS	CIFMFM	Rock	6a-12a			2021-10-18	2021-11-07	21	3	63	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2021-10-18	2021-11-07	21	3	63	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2021-10-18	2021-11-07	21	3	63	
BARRIERE	CHLWFM	Rock	6a-12a			2021-10-18	2021-11-07	21	3	63	
MERRITT	CKMQ	AC				2021-10-18	2021-11-07	21	3	63	
CENTRAL INTERIOR					$157.25	2021-10-18	2021-11-07	21	3	63	$9,906.75
KELOWNA	CHSU	Hot AC		NR		2021-10-18	2021-11-07	0	0	0	NR
KELOWNA	CILK	AC				2021-10-18	2021-11-07	0	0	0	
KELOWNA	CKFR	Newstalk				2021-10-18	2021-11-07	0	0	0	
KELOWNA	CKKO	Rock				2021-10-18	2021-11-07	0	0	0	
KAMLOOPS	CKRV	Contemporary Hit				2021-10-18	2021-11-07	0	0	0	
KAMLOOPS	CJKC	Country				2021-10-18	2021-11-07	0	0	0	
KAMLOOPS	CHNL	News Talk				2021-10-18	2021-11-07	0	0	0	
VERNON	CICF	Hot AC				2021-10-18	2021-11-07	0	0	0	
SOUTH OKANAGAN NETWORK					$102.85	2021-10-18	2021-11-07	21	3	63	$6,479.55
PENTICTON	CIGV	Country		NR		2021-10-18	2021-11-07	0	0	0	NR
PENTICTON	CJMG	Hot AC				2021-10-18	2021-11-07	0	0	0	
PENTICTON	CKOR	AC				2021-10-18	2021-11-07	0	0	0	
SUMMERLAND	CHOR	AC				2021-10-18	2021-11-07	0	0	0	
OSOYOOS/OLIVER	CJOR	AC				2021-10-18	2021-11-07	0	0	0	
COLUMBIA SHUSWAP NETWORK					$56.10	2021-10-18	2021-11-07	21	3	63	$3,534.30
SALMON ARM	CKXR	AC		NR		2021-10-18	2021-11-07	0	0	0	NR
REVELSTOKE	CKCR	AC				2021-10-18	2021-11-07	0	0	0	
GOLDEN	CKGR	AC				2021-10-18	2021-11-07	0	0	0	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
NORTHERN INTERIOR				NR							NR
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a			2021-10-18	2021-11-07	21	3	**63**	
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a			2021-10-18	2021-11-07	21	3	**63**	
MACKENZIE	CHMMFM					2021-10-18	2021-11-07	21	3	**63**	
CCI NETWORK					$217.50	2021-10-18	2021-11-07	21	3	63	$13,702.50
PRINCE GEORGE	CJCIFM	Country	6a-12a	NR		2021-10-18	2021-11-07	0	0	0	NR
PRINCE GEORGE	CIRXFM	Rock	6a-12a			2021-10-18	2021-11-07	0	0	0	
VANDERHOOF	CIRXFM1	Rock	6a-12a			2021-10-18	2021-11-07	0	0	0	
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a			2021-10-18	2021-11-07	0	0	0	
QUESNEL	CKCQFM	Country	6a-12a			2021-10-18	2021-11-07	0	0	0	
QUESNEL	CFFM2	Rock	6a-12a			2021-10-18	2021-11-07	0	0	0	
WILLIAMS LAKE	CKWLM	Country	6a-12a			2021-10-18	2021-11-07	0	0	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a			2021-10-18	2021-11-07	0	0	0	
100 MILE HOUSE	CKBX	Country	6a-12a			2021-10-18	2021-11-07	0	0	0	
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p			2021-10-18	2021-11-07	21	3	**63**	
NORTH-WEST NETWORK					$86.70	2021-10-18	2021-11-07	21	3	63	$5,462.10
TERRACE	CJFW	Country		NR		2021-10-18	2021-11-07	0	0	0	NR
TERRACE	CFTK	AC				2021-10-18	2021-11-07	0	0	0	
PRINCE RUPERT	CHTK	AC				2021-10-18	2021-11-07	0	0	0	
KITIMAT	CKTK	AC				2021-10-18	2021-11-07	0	0	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a			2021-10-18	2021-11-07	21	3	**63**	
FORT ST. JOHN	CKFUFM					2021-10-18	2021-11-07	21	3	**63**	
NORTH-EAST NETWORK					$130.05	2021-10-18	2021-11-07	21	3	63	$8,193.15
DAWSON CR./TUMBLER R.	CJDC	Country		NR		2021-10-18	2021-11-07	0	0	0	NR
FORT ST. JOHN	CKNL	AOR/Mainstream Rock				2021-10-18	2021-11-07	0	0	0	
FORT ST. JOHN	CHRX	Hot AC				2021-10-18	2021-11-07	0	0	0	
FORT NELSON	CKRX	AOR/Mainstream Rock				2021-10-18	2021-11-07	0	0	0	
MOUNTAIN-FM NETWORK					$84.50	2021-10-18	2021-11-07	21	3	63	$5,323.50
CASTLEGAR	CKQRFM	Rock	6a-12a	NR		2021-10-18	2021-11-07	0	0	0	NR
NELSON	CHNVFM	Classic Hits	6a-12a			2021-10-18	2021-11-07	0	0	0	
GRAND FORK	CKGFFM	Classic Hits	6a-12a			2021-10-18	2021-11-07	0	0	0	
CRESTON	CKCV-FM	Classic Hits	6a-12a			2021-10-18	2021-11-07	0	0	0	
EK RADIO NETWORK					$127.50	2021-10-18	2021-11-07	21	3	63	$8,032.50
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a	NR		2021-10-18	2021-11-07	0	0	0	NR
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a			2021-10-18	2021-11-07	0	0	0	
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a			2021-10-18	2021-11-07	0	0	0	
SOUTH-EAST NETWORK					$68.00	2021-10-18	2021-11-07	21	3	63	$4,284.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC		NR		2021-10-18	2021-11-07	0	0	0	NR
NELSON/TRAIL	CKKC	AC				2021-10-18	2021-11-07	0	0	0	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL TOTAL NET
											$91,646.10

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager	NR		
Accounting / Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,570.00
		TOTAL	$95,216.10

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2021-10-06
Signature / Print Name / Kathryn LeSueur

Approved by Expense Authority (GCPE or Ministry) _____ **Date:** 2021-10-06
Signature / Print Name/Don Zadravec

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	October 5, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**APO #:**	**A4620**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE61
FLIGHT DATES:	October 18 - November 7, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Stephanie Tagami
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE							
			NR		NR		NR
CHINESE	**CHMB (Cantonese, Mandarin)**						
	Cantonese - MO-SA / 6A-7P	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		21		3	
	Mandarin - MO-SA / 7P-12A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		21		3	
CHINESE	**CJVB (Cantonese)**	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		21		3	
	CHKGFM (Mandarin)	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		21		3	
						Chinese Total	**$13,173.30**
PUNJABI							NR
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						
	MON - SAT BREAKFAST / 6A-10A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		7		3	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		14		3	
	Radio Rim Jhim						
	MON - SAT BREAKFAST / 6A-10A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		7		3	

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	October 5, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**APO #:**	**A4620**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE61
FLIGHT DATES:	October 18 - November 7, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Stephanie Tagami
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s			Total
			NR	NR		NR
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		14	3	
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**					
	MON - SUN BREAKFAST / 7A-11A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		7	3	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		14	3	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**					
	MON - SUN BREAKFAST / 7A-10A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		7	3	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		14	3	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**					
	MON - SUN ROTATIONAL / 6A-12A	Mon Oct 18 - Sun Oct 24 Mon Oct 25 - Sun Oct 31 Mon Nov 1 - Sun Nov 7		21	3	

Punjabi Total	**$18,833.85**
Total Ad Cost	**$32,007.15**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	October 5, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**APO #:**	**A4620**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE61
FLIGHT DATES:	October 18 - November 7, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asians	**MEDIA BUYER:**	Stephanie Tagami
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,575.00**

REVISIONS: this estimate allows for one round of minor

TOTAL	**$33,582.15**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-10-12**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority: **Date:** **2021-10-12**
(GCPE or Ministry)

Signature/Print Name: **Dawn Stewart**

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	October 5, 2021
CAMPAIGN NAME:	BC Vaccine Card Phase 2	**APO #:**	**A4621**
MEDIUM:	In-Language Newspaper (Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE60
FLIGHT DATES:	October 18 - November 7, 2021	**VERSION:**	V2
TARGET AUDIENCE:	Chinese, South Asian, Filipino, Persian, Korean	**MEDIA BUYER:**	Stephanie Tagami
REVISION COMMENT:	Farsi and Korean Removed	**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	2	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		3	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		2	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		2	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		2	
FILIPINO NEWSPAPERS - ENGLISH								
Lower Mainland	Filipino Post Weekly	4.89"	x	14.5"	4C		2	
Lower Mainland	Philipine Asian News Today Bi-weekly	5"	x	13"	4C		1	
Lower Mainland	Philipine Showbiz Today Bi-weekly	5"	x	13"	4C		2	

Total Ad Cost	**$40,962.38**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees	**$1,470.00**
TOTAL	**$42,432.38**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-10-12**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2021-10-12**

Signature/Print Name: **Dawn Stewart**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	13-Oct-21
CAMPAIGN NAME:	Proof of Vaccine Phase 2	**APO #:**	**A4624**
FLIGHT DATES:	October 18 - November 7	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	Creative	# of Weeks	Total Imp.	Total Net Cost
Proof of Vaccine			NR				NR	
FB/IG	October 18 - November 7	In-Feed / Stories		BC, 18+	Proof of Vaccine	3		
Snapchat	October 18 - November 7	Image/Video ads		BC, 18+	Proof of Vaccine	3		
TikTok	October 18 - November 7	Video Ads		BC, 18+	Proof of Vaccine	3		
YouTube	October 18 - November 7	:15 video		BC, 18+	Proof of Vaccine	3		
Twitch	October 18 - November 7	:15 video		BC, 18+	Proof of Vaccine	3		
MiQ	October 18 - November 7	Standard Display		BC, 18+	Proof of Vaccine	3		
	October 18 - November 7	:15 video		BC, 18+	Proof of Vaccine	3		
WMG	October 18 - November 7	:15 / :30 audio		BC, 18+	Proof of Vaccine	3		
							Total Ad Cost	**$220,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$4,725.00**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	13-Oct-21
CAMPAIGN NAME:	Proof of Vaccine Phase 2	**APO #:**	**A4624**
FLIGHT DATES:	October 18 - November 7	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.		
	TOTAL	**$224,725.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2021-10-14

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2021-10-14
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	08-Oct-21
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4625**
FLIGHT DATES:	October 18 -November 7	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Weeks	Total Imp.	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
	Mandarin (Simplified Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
	Punjabi (South Asian)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
MingPao App	Cantonese (Traditional Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
SingTao Website	Cantonese (Traditional Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
Vanpeople.com	Mandarin (Simplified Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
bcbay.com	Mandarin (Simplified Chinese)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
The Times Group	Punjabi (South Asian)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
Darpanmagazine.com	Punjabi (South Asian)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
Desibuzzbc.com	Punjabi (South Asian)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
Philippine Canadian Inquirer	English (Filipino)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
news.abs-cbn.com	English (Filipino)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
todaysmoney.ca **vancouveredupost.ca** **canadaexpress.com** **budongsancanada.ca** **pointpang.com** **koreanbc.ca**	Korean (Korean)	Mon Oct 18 - Sun Nov 7	Standard Display	TBD		3		
							Total Ad Cost	**$15,938.00**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	08-Oct-21
CAMPAIGN NAME:	COVID 19 - Vaccine Card	**APO #:**	**A4625**
FLIGHT DATES:	October 18 -November 7	**VERSION:**	Original
TARGET AUDIENCE:	In-language	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	# of HOURS	Total AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$210.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$16,148.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2021-10-14

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Sage Aaron
Date: 2021-10-14

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	23-Nov-21
CAMPAIGN NAME:	C19 5-11 yr old Vaccines	**APO #:**	**A4640**
FLIGHT DATES:	Nov 29 - Dec 19	**VERSION:**	Version 2
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	Nov 29 - Dec 19	in-feed/stories	NR	**BC, 18+**	3	NR	
Twitter	Nov 29 - Dec 19	Websites cards		**BC, 18+**	3		
Pinterest	Nov 29 - Dec 19	Promoted Pins		**BC, 18+**	3		
MiQ	Nov 29 - Dec 19	Standard Display		**BC, 18+**	3		
YouTube	Nov 19 - Dec 19	:15s video		**BC, 18+, Parenting/Children's interests/affinities**	3		
WMG	Dec 6 - Dec 19	:15s/:30s audio		**BC, 18+**	3		
						Total Ad Cost	**$200,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
			Total Agency Fees	**$4,200.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$204,200.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: **Kathryn LeSueur** **Date:** **2021-11-24**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: **Sage Aaron** **Date:** **2021-11-24**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	November 24, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine	**APO #:**	**A4647**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE66
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE							
CHINESE	**CHMB (Cantonese, Mandarin)**		NR		NR		NR
	Cantonese - MO-SA / 6A-7P	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		21		2	
	Mandarin - MO-SA / 7P-12A	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		21		2	
CHINESE	**CJVB (Cantonese)**	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		21		2	
	CHKGFM (Mandarin)	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		21		2	
						Chinese Total	**$8,782.20**
PUNJABI							
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						NR
	MON - SAT BREAKFAST / 6A-10A	Mon Dec 6 - Sun Dec 12		7		2	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		14		2	
	Radio Rim Jhim						
	MON - SAT BREAKFAST / 6A-10A	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		7		2	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		14		2	
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**						
	MON - SUN BREAKFAST / 7A-11A	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		7		2	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		14		2	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**						
	MON - SUN BREAKFAST / 7A-10A	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		7		2	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		14		2	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**						
	MON - SUN ROTATIONAL / 6A-12A	Mon Dec 6 - Sun Dec 12 Mon Dec 13 - Sun Dec 19		21		2	
						Punjabi Total	**$12,555.90**
						Total Ad Cost	**$21,338.10**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	November 24, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine	**APO #:**	**A4647**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE66
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
	Total Agency Fees		**$1,575.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$22,913.10**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-11-24**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2021-11-24**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	Nov. 24, 2021
CAMPAIGN NAME:	COVID-19 Vaccination: Kids aged 5-11	**APO #:**	**A4648**
MEDIUM:	English Radio	**CPC #:**	381219-22-GCPE64
FLIGHT DATES:	Dec. 6 - 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

						2021-12-06	2021-12-19		2		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
ISLAND											
TOFINO	CHMZFM		6a - 12a	NR		2021-12-06	2021-12-19	28	2	**28**	NR
UCLUELET	CIMMFM		6a - 12a			2021-12-06	2021-12-19	28	2	**28**	
COURTENAY/COMOX	CKKC		6a - 12a			2021-12-06	2021-12-19	28	2	**28**	
ISLAND					$326.50	2021-12-06	2021-12-19	28	2	28	$9,142.00
NANAIMO	CHWFFM	Rock	6a - 12a	NR		2021-12-06	2021-12-19		2	0	NR
NANAIMO	CKWVFM	Hot AC	6a - 12a			2021-12-06	2021-12-19		2	0	
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a			2021-12-06	2021-12-19		2	0	
PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a			2021-12-06	2021-12-19		2	0	
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a			2021-12-06	2021-12-19		2	0	
COURTENAY/COMOX	CFCPFM	Rock	6a - 12a			2021-12-06	2021-12-19		2	0	
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 12a			2021-12-06	2021-12-19		2	0	
DUNCAN	CJSUFM	Classic Hits	6a - 12a			2021-12-06	2021-12-19		2	0	
POWEL RIVER	CFPWFM	Classic Hits	6a - 12a			2021-12-06	2021-12-19		2	0	
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a			2021-12-06	2021-12-19		2	0	
PORT HARDY	CFNIAM	Classic Hits	6a - 12a			2021-12-06	2021-12-19		2	0	
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a			2021-12-06	2021-12-19		2	0	
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a-12a	NR		2021-12-06	2021-12-19	28	2	**28**	NR
KELOWNA	CKQQFM	Classic Hits	6a-12a			2021-12-06	2021-12-19	28	2	**28**	
KAMLOOPS	CIFMFM	Rock	6a-12a			2021-12-06	2021-12-19	28	2	**28**	
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a			2021-12-06	2021-12-19	28	2	**28**	
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a			2021-12-06	2021-12-19	28	2	**28**	
BARRIERE	CHLWFM	Rock	6a-12a			2021-12-06	2021-12-19	28	2	**28**	
CENTRAL INTERIOR					$176.80	2021-12-06	2021-12-19	28	2	28	$4,950.40
KELOWNA	CHSU	Hot AC		NR		2021-12-06	2021-12-19		2	0	NR
KELOWNA	CILK	AC				2021-12-06	2021-12-19		2	0	
KELOWNA	CKFR	Newstalk				2021-12-06	2021-12-19		2	0	
KELOWNA	CKKO	Rock				2021-12-06	2021-12-19		2	0	
KAMLOOPS	CKRV	Contemporary Hit				2021-12-06	2021-12-19		2	0	
KAMLOOPS	CJKC	Country				2021-12-06	2021-12-19		2	0	
KAMLOOPS	CHNL	News Talk				2021-12-06	2021-12-19		2	0	

				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
VERNON	CICF	Hot AC		NR		2021-12-06	2021-12-19		2	0	NR
MERRITT	CKMQ	AC				2021-12-06	2021-12-19		2	0	
SOUTH OKANAGAN NETWORK					$102.85	2021-12-06	2021-12-19	28	2	28	$2,879.80
PENTICTON	CIGV	Country		NR		2021-12-06	2021-12-19		2	0	NR
PENTICTON	CJMG	Hot AC				2021-12-06	2021-12-19		2	0	
PENTICTON	CKOR	AC				2021-12-06	2021-12-19		2	0	
SUMMERLAND	CHOR	AC				2021-12-06	2021-12-19		2	0	
OSOYOOS/OLIVER	CJOR	AC				2021-12-06	2021-12-19		2	0	
COLUMBIA SHUSWAP NETWORK					$56.10	2021-12-06	2021-12-19	28	2	28	$1,570.80
SALMON ARM	CKXR	AC		NR		2021-12-06	2021-12-19		2	0	NR
REVELSTOKE	CKCR	AC				2021-12-06	2021-12-19		2	0	
GOLDEN	CKGR	AC				2021-12-06	2021-12-19		2	0	
NORTHERN INTERIOR											
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a	NR		2021-12-06	2021-12-19	28	2	28	NR
PRINCE GEORGE	CKKNFM	Hot AC	6a-12a			2021-12-06	2021-12-19	28	2	28	
MACKENZIE	CHMMFM					2021-12-06	2021-12-19	28	2	28	
CCI NETWORK					$217.50	2021-12-06	2021-12-19	28	2	28	$6,090.00
PRINCE GEORGE	CJCIFM	Country	6a-12a	NR		2021-12-06	2021-12-19		2	0	NR
PRINCE GEORGE	CIRXFM	Rock	6a-12a			2021-12-06	2021-12-19		2	0	
VANDERHOOF	CIRXFM1	Rock	6a-12a			2021-12-06	2021-12-19		2	0	
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a			2021-12-06	2021-12-19		2	0	
QUESNEL	CKCQFM	Country	6a-12a			2021-12-06	2021-12-19		2	0	
QUESNEL	CFFM2	Rock	6a-12a			2021-12-06	2021-12-19		2	0	
WILLIAMS LAKE	CKWLM	Country	6a-12a			2021-12-06	2021-12-19		2	0	
WILLIAMS LAKE	CFFM	Rock	6a-12a			2021-12-06	2021-12-19		2	0	
100 MILE HOUSE	CKBX	Country	6a-12a			2021-12-06	2021-12-19		2	0	
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p			2021-12-06	2021-12-19	28	2	28	
NORTH-WEST NETWORK					$86.70	2021-12-06	2021-12-19	28	2	28	$2,427.60
TERRACE	CJFW	Country		NR		2021-12-06	2021-12-19		2	0	NR
TERRACE	CFTK	AC				2021-12-06	2021-12-19		2	0	
PRINCE RUPERT	CHTK	AC				2021-12-06	2021-12-19		2	0	
KITIMAT	CKTK	AC				2021-12-06	2021-12-19		2	0	
PEACE NETWORK	CHETFM	Classic Rock	6a-12a			2021-12-06	2021-12-19	28	2	28	
FORT ST. JOHN	CKFUFM					2021-12-06	2021-12-19	28	2	28	
NORTH-EAST NETWORK					$130.05	2021-12-06	2021-12-19	28	2	28	$3,641.40
DAWSON CR./TUMBLER R.	CJDC	Country		NR		2021-12-06	2021-12-19	28	2	28	NR
FORT ST. JOHN	CKNL	AOR/Mainstream Rock				2021-12-06	2021-12-19	28	2	28	
FORT ST. JOHN	CHRX	Hot AC				2021-12-06	2021-12-19	28	2	28	
FORT NELSON	CKRX	AOR/Mainstream Rock				2021-12-06	2021-12-19	28	2	28	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
MOUNTAIN-FM NETWORK					$84.50	2021-12-06	2021-12-19	28	2	28	$2,366.00
CASTLEGAR	CKQRFM	Rock	6a-12a	NR		2021-12-06	2021-12-19		2	0	NR
NELSON	CHNVFM	Classic Hits	6a-12a			2021-12-06	2021-12-19		2	0	
GRAND FORK	CKGFFM	Classic Hits	6a-12a			2021-12-06	2021-12-19		2	0	
CRESTON	CKCV-FM	Classic Hits	6a-12a			2021-12-06	2021-12-19		2	0	
EK RADIO NETWORK					$127.50	2021-12-06	2021-12-19	28	2	28	$3,570.00
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a	NR		2021-12-06	2021-12-19		2	0	NR
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a			2021-12-06	2021-12-19		2	0	
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a			2021-12-06	2021-12-19		2	0	
SOUTH-EAST NETWORK					$68.00	2021-12-06	2021-12-19	28	2	28	$1,904.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC		NR		2021-12-06	2021-12-19		2	0	NR
NELSON/TRAIL	CKKC	AC				2021-12-06	2021-12-19		2	0	
											$51,231.60

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,675.00**
		TOTAL	**$54,906.60**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn LeSueur — **Date:** 2021-11-24

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/Sage Aaron — **Date:** 2021-11-24

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	November 24, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine	**APO #:**	**A4649**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE65
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	2	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C	NR	2	NR
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		2	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		2	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		2	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C	NR	2	NR
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		2	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C	NR	2	NR
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		2	
							Total Ad Cost	**$32,543.04**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	November 24, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine	**APO #:**	**A4649**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE65
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,365.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$33,908.04**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2021-11-24**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2021-11-24**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-11--22
CAMPAIGN NAME:	C19 - 5-11 VACCINE	**APO #:**	**A4653**
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Weeks	Total Imp.	Total Net Cost
Programmatic	Cantonese (Traditional Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC	NR	2	NR	
	Mandarin (Simplified Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
	Punjabi (South Asian)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
MingPao App	Cantonese (Traditional Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
SingTao Website	Cantonese (Traditional Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
vanpeople.com	Mandarin (Simplified Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
bcbay.com	Mandarin (Simplified Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
Desibuzzbc.com	Mandarin (Simplified Chinese)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
The Times Group	Punjabi (South Asian)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
Darpanmagazine.com	Punjabi (South Asian)	Mon Dec 6 - Sun Dec 19	Standard Display	TBC		2		
							Total Ad Cost	**$12,743.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-11--22
CAMPAIGN NAME:	C19 - 5-11 VACCINE	**APO #:**	**A4653**
FLIGHT DATES:	December 6 - December 19, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

DESCRIPTION OF WORK:

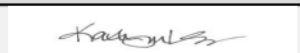
CLIENT SERVICE	# of RATE	HOURS	Total AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$315.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$13,058.00**

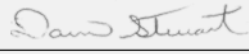
SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:



Signature/Print Name: Kathryn LeSueur **Date:** 2021-11-30

Approved by Expense Authority:
(GCPE or Ministry)



Signature/Print Name: Dawn Stewart **Date:** 2021-11-30

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	**2022-01-31**
CAMPAIGN NAME:	Covid & Vaccine Search Dec - Jan	**APO #:**	**A4656**
FLIGHT DATES:	Dec 1 - Mar 31	**VERSION:**	Original
TARGET AUDIENCE:	All BC	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Message	Ad Unit	# of Weeks	Total Imp.	Total Net Cost
						NR
Google	Dec 1 - Jan 30	Covid Health & Safety	Ad Copy	16		
Google	Feb 1 - Mar 31	Covid Health & Safety	Ad Copy	16		
Google	Dec 1 - Jan 30	Covid Get Vaccinated	Ad Copy	16		
Google	Feb 1 - Mar 31	Covid Get Vaccinated	Ad Copy	16		
Google	Dec 1 - Jan 30	Proof of Vaccine - GenPop	Ad Copy	16		
Google	Feb 1 - Mar 31	Proof of Vaccine - GenPop	Ad Copy	16		
Google	Dec 1 - Jan 30	Proof of Vaccine - Commercial	Ad Copy	16		
Google	Feb 1 - Mar 31	Proof of Vaccine - Commercial	Ad Copy	16		
Microsoft Ads (Bing)	Dec 1 - Jan 30	Proof of Vaccine - Commercial	Ad Copy	16		
Microsoft Ads (Bing)	Feb 1 - Mar 31	Proof of Vaccine - Commercial	Ad Copy	16		
Google	Dec 1 - Jan 30	Proof of Vaccine - Commercial	App store	16		
Google	Feb 1 - Mar 31	Proof of Vaccine - Commercial	App store	16		
Apple	Dec 1 - Mar 31	Proof of Vaccine - Commercial	App store	16		
					Total Ad Cost	**$73,275.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,780.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$77,055.00**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	**2022-01-31**
CAMPAIGN NAME:	Covid & Vaccine Search Dec - Jan	**APO #:**	**A4656**
FLIGHT DATES:	Dec 1 - Mar 31	**VERSION:**	Original
TARGET AUDIENCE:	All BC	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2022-02-02

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

Date: 2022-02-02

STOB:

GCPE 67	☑
MINISTRY 67	☐
MINISTRY 68	☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	16-Dec-21
CAMPAIGN NAME:	C19 Holiday	**APO #:**	A4665
FLIGHT DATES:	Dec 16 - Jan 2	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	Dec 16 - Jan 2	in-feed/stories	NR	BC, 18+	2	NR	
Twitter	Dec 16 - Jan 2	Websites cards		BC, 18+	2		
YouTube	Dec 16 - Jan 2	:15s video		BC, 18+	2		
						Total Ad Cost	**$125,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,045.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$128,045.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kyla Kelch **Date:** 2021-12-16

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Sage Aaron **Date:** 2021-12-16

STOB:
GCPE 67 ☒
MINISTRY 67 ☐
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	16-Dec-21
CAMPAIGN NAME:	C19 5-11 yr old Vaccines Jan-Feb	**APO #:**	**A4667**
FLIGHT DATES:	Jan 3 - Feb 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	Jan 3 - Feb 6	in-feed/stories	NR	**BC, 18+**	5	NR	
Twitter	Jan 3 - Feb 6	Websites cards		**BC, 18+**	5		
Pinterest	Jan 3 - Feb 6	Promoted Pins		**BC, 18+**	5		
MiQ	Jan 3 - Feb 6	Standard Display		**BC, 18+**	5		
YouTube	Jan 3 - Feb 6	:15s video		**BC, 18+, Parenting/Children's interests/affinities**	5		
WMG	Jan 3 - Feb 6	:15s/:30s audio		**BC, 18+**	5		
						Total Ad Cost	**$295,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	NR		
Ad trafficking / campaign setup	Account Manager (alternate)			
Ongoing campaign monitoring/optimizations	Accounting/Administration Support			
campaign billing and reconcilliation	Media Director			
Final reporting	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
			Total Agency Fees	**$3,675.00**
			TOTAL	**$298,675.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2021-12-17
Signature/Print Name: Kyla Kelch

Approved by Expense Authority: _____ **Date:** 2021-12-17
(GCPE or Ministry)
Signature/Print Name: Don Zadravec

STOB:
GCPE 67 ☒
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 20, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine Phase 2	**APO #:**	**A4670**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE77
FLIGHT DATES:	January 10 - February 6, 2022	**VERSION:**	R2
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:	Reduced Ming Pao and Sing Tao insertions	**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C	NR	4	NR
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		4	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		4	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C	NR	4	NR
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		4	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		4	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		4	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C	NR	4	NR
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		4	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		4	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		4	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		4	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		4	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		4	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		4	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		4	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C	NR	4	NR
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		4	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		4	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		4	
							Total Ad Cost	**$55,081.08**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 20, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine Phase 2	**APO #:**	**A4670**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE77
FLIGHT DATES:	January 10 - February 6, 2022	**VERSION:**	R2
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:	Reduced Ming Pao and Sing Tao insertions	**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,575.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$56,656.08**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kyla Kelch **Date:** 2021-12-20

Signature/Print Name: Kyla Kelch

Approved by Expense Authority:
(GCPE or Ministry) Zadravec **Date:** 2021-12-20

Signature/Print Name: Don Zadravec

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 17, 2021
CAMPAIGN NAME:	COVID-19 Vaccination: Kids aged 5-11 Extension	**APO #:**	**A4671**
MEDIUM:	English Radio	**CPC #:**	381219-22-GCPE76
FLIGHT DATES:	January 3 - February 6, 2022	**VERSION:**	R2
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Increased Vancouver and Victoria GRPs		

SECTION 1 (edit column titles according to media type) AD COSTING

						2022-01-03	2022-02-06		5		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER											
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR		2022-01-03	2022-02-06	175	5	**875**	NR
SURREY	CISFFM					2022-01-03	2022-02-06	28	5	**140**	
CHILLIWACK	CHWK FM					2022-01-03	2022-02-06	28	5	**140**	
CHILLIWACK	CKSRFM					2022-01-03	2022-02-06	28	5	**140**	
ABBOTSFORD	CKQCFM					2022-01-03	2022-02-06	28	5	**140**	
SQUAMISH / WHISTLER	CISQFM					2022-01-03	2022-02-06	28	5	**140**	
WHISTLER	CKEE FM					2022-01-03	2022-02-06	28	5	**140**	
ISLAND											
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan	NR		2022-01-03	2022-02-06	150	5	**750**	NR
TOFINO	CHMZFM		6a - 8p			2022-01-03	2022-02-06	28	5	**140**	
UCLUELET	CIMMFM		6a - 8p			2022-01-03	2022-02-06	28	5	**140**	
COURTENAY/COMOX	CKKC		6a - 8p			2022-01-03	2022-02-06	28	5	**140**	
ISLAND					$326.50	2022-01-03	2022-02-06	28	5	140	$45,710.00
NANAIMO	CHWFFM	Rock	6a - 8p	NR		2022-01-03	2022-02-06				NR
NANAIMO	CKWVFM	Hot AC	6a - 8p			2022-01-03	2022-02-06				
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 8p			2022-01-03	2022-02-06				
PARKSVILLE	CHPQFM	Standards/Gold	6a - 8p			2022-01-03	2022-02-06				
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 8p			2022-01-03	2022-02-06				
COURTENAY/COMOX	CFCPFM	Rock	6a - 8p			2022-01-03	2022-02-06				
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 8p			2022-01-03	2022-02-06				
DUNCAN	CJSUFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
POWEL RIVER	CFPWFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 8p			2022-01-03	2022-02-06				
PORT HARDY	CFNIAM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a - 8p	NR		2022-01-03	2022-02-06	28	5	**140**	NR
KELOWNA	CKQQFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06	28	5	**140**	
KELOWNA	CKOV		6a - 8p			2021-08-12	2021-08-14	28	5	**140**	
KAMLOOPS	CIFMFM	Rock	6a - 8p			2022-01-03	2022-02-06	28	5	**140**	

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL TOTAL NET
KAMLOOPS	CKBZFM	Adult Contemporary	6a - 8p	NR		2022-01-03	2022-02-06	28	5	140	NR
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a - 8p			2022-01-03	2022-02-06	28	5	140	
BARRIERE	CHLWFM	Rock	6a - 8p			2022-01-03	2022-02-06	28	5	140	
MERRITT	CKMQ	AC	6a - 8p			2022-01-03	2022-02-06	28	5	140	
CENTRAL INTERIOR					$157.25	2022-01-03	2022-02-06	28	5	140	$22,015.00
KELOWNA	CHSU	Hot AC	6a - 8p	NR		2022-01-03	2022-02-06				NR
KELOWNA	CILK	AC	6a - 8p			2022-01-03	2022-02-06				
KELOWNA	CKFR	Newstalk	6a - 8p			2022-01-03	2022-02-06				
KELOWNA	CKKO	Rock	6a - 8p			2022-01-03	2022-02-06				
KAMLOOPS	CKRV	Contemporary Hit	6a - 8p			2022-01-03	2022-02-06				
KAMLOOPS	CJKC	Country	6a - 8p			2022-01-03	2022-02-06				
KAMLOOPS	CHNL	News Talk	6a - 8p			2022-01-03	2022-02-06				
VERNON	CICF	Hot AC	6a - 8p			2022-01-03	2022-02-06				
SOUTH OKANAGAN NETWORK					$102.85	2022-01-03	2022-02-06	28	5	140	$14,399.00
PENTICTON	CIGV	Country	6a - 8p	NR		2022-01-03	2022-02-06				NR
PENTICTON	CJMG	Hot AC	6a - 8p			2022-01-03	2022-02-06				
PENTICTON	CKOR	AC	6a - 8p			2022-01-03	2022-02-06				
SUMMERLAND	CHOR	AC	6a - 8p			2022-01-03	2022-02-06				
OSOYOOS/OLIVER	CJOR	AC	6a - 8p			2022-01-03	2022-02-06				
COLUMBIA SHUSWAP NETWORK					$56.10	2022-01-03	2022-02-06	28	5	140	$7,854.00
SALMON ARM	CKXR	AC	6a - 8p	NR		2022-01-03	2022-02-06				NR
REVELSTOKE	CKCR	AC	6a - 8p			2022-01-03	2022-02-06				
GOLDEN	CKGR	AC	6a - 8p			2022-01-03	2022-02-06				
NORTHERN INTERIOR											
				NR							NR
PRINCE GEORGE	CKDVFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06	28	5	140	
PRINCE GEORGE	CKKNFM	Hot AC	6a - 8p			2022-01-03	2022-02-06	28	5	140	
MACKENZIE	CHMMFM		6a - 8p			2022-01-03	2022-02-06	28	5	140	
CCI NETWORK					$217.50	2022-01-03	2022-02-06	28	5	140	$30,450.00
PRINCE GEORGE	CJCIFM	Country	6a - 8p	NR		2022-01-03	2022-02-06				NR
PRINCE GEORGE	CIRXFM	Rock	6a - 8p			2022-01-03	2022-02-06				
VANDERHOOF	CIRXFM1	Rock	6a - 8p			2022-01-03	2022-02-06				
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
QUESNEL	CKCQFM	Country	6a - 8p			2022-01-03	2022-02-06				
QUESNEL	CFFM2	Rock	6a - 8p			2022-01-03	2022-02-06				
WILLIAMS LAKE	CKWLM	Country	6a - 8p			2022-01-03	2022-02-06				
WILLIAMS LAKE	CFFM	Rock	6a - 8p			2022-01-03	2022-02-06				
100 MILE HOUSE	CKBX	Country	6a - 8p			2022-01-03	2022-02-06				
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a - 8p			2022-01-03	2022-02-06	28	5	140	
NORTH-WEST NETWORK					$86.70	2022-01-03	2022-02-06	28	5	140	$12,138.00
TERRACE	CJFW	Country	6a - 8p	NR		2022-01-03	2022-02-06				NR
TERRACE	CFTK	AC	6a - 8p			2022-01-03	2022-02-06				
PRINCE RUPERT	CHTK	AC	6a - 8p			2022-01-03	2022-02-06				
KITIMAT	CKTK	AC	6a - 8p			2022-01-03	2022-02-06				
PEACE NETWORK	CHETFM	Classic Rock	6a - 8p			2022-01-03	2022-02-06	28	5	140	
FORT ST. JOHN	CKFUFM		6a - 8p			2022-01-03	2022-02-06	28	5	140	
NORTH-EAST NETWORK					$130.05	2022-01-03	2022-02-06	28	5	140	$18,207.00
DAWSON CR./TUMBLER R.	CJDC	Country	6a - 8p	NR		2022-01-03	2022-02-06				NR

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
FORT ST. JOHN	CKNL	AOR/Mainstream Rock	6a - 8p	NR		2022-01-03	2022-02-06				NR
FORT ST. JOHN	CHRX	Hot AC	6a - 8p			2022-01-03	2022-02-06				
FORT NELSON	CKRX	AOR/Mainstream Rock	6a - 8p			2022-01-03	2022-02-06				
MOUNTAIN-FM NETWORK					$84.50	2022-01-03	2022-02-06	28	5	140	$11,830.00
CASTLEGAR	CKQRFM	Rock	6a - 8p	NR		2022-01-03	2022-02-06				NR
NELSON	CHNVFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
GRAND FORK	CKGFFM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
CRESTON	CKCV-FM	Classic Hits	6a - 8p			2022-01-03	2022-02-06				
EK RADIO NETWORK					$127.50	2022-01-03	2022-02-06	28	5	140	$17,850.00
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a - 8p	NR		2022-01-03	2022-02-06				NR
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a - 8p			2022-01-03	2022-02-06				
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a - 8p			2022-01-03	2022-02-06				
SOUTH-EAST NETWORK					$68.00	2022-01-03	2022-02-06	28	5	140	$9,520.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC	6a - 8p	NR		2022-01-03	2022-02-06				NR
NELSON/TRAIL	CKKC	AC	6a - 8p			2022-01-03	2022-02-06				
											$442,174.00

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,675.00
		TOTAL	$445,849.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kyla Kelch — **Date:** 2021-12-20

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/Don Zadravec — **Date:** 2021-12-20

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 20, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine - Phase 2	**APO #:**	**A4673**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE78
FLIGHT DATES:	January 3 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE							
			NR				
CHINESE	**CHMB (Cantonese, Mandarin)**				NR		NR
	Cantonese - MO-SA / 6A-7P	Mon Jan 3 - Sun Jan 9		14		5	
		Mon Jan 10 - Sun Jan 16					
		Mon Jan 17 - Sun Jan 23					
		Mon Jan 24 - Sun Jan 30					
		Mon Jan 31 - Sun Feb 6					
	Mandarin - MO-SA / 7P-12A	Mon Jan 3 - Sun Jan 9		14		5	
		Mon Jan 10 - Sun Jan 16					
		Mon Jan 17 - Sun Jan 23					
		Mon Jan 24 - Sun Jan 30					
		Mon Jan 31 - Sun Feb 6					
CHINESE	**CJVB (Cantonese)**	Mon Jan 3 - Sun Jan 9		14		5	
		Mon Jan 10 - Sun Jan 16					
		Mon Jan 17 - Sun Jan 23					
		Mon Jan 24 - Sun Jan 30					
		Mon Jan 31 - Sun Feb 6					
	CHKGFM (Mandarin)	Mon Jan 3 - Sun Jan 9		14		5	
		Mon Jan 10 - Sun Jan 16					
		Mon Jan 17 - Sun Jan 23					
		Mon Jan 24 - Sun Jan 30					
		Mon Jan 31 - Sun Feb 6					
						Chinese Total	**$14,637.00**
PUNJABI							
							NR
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						
	MON - SAT BREAKFAST / 6A-10A	Mon Jan 3 - Sun Jan 9		7		5	
		Mon Jan 10 - Sun Jan 16					
		Mon Jan 17 - Sun Jan 23					
		Mon Jan 24 - Sun Jan 30					
		Mon Jan 31 - Sun Feb 6					
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Jan 3 - Sun Jan 9		7		5	
		Mon Jan 10 - Sun Jan 16					

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 20, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine - Phase 2	**APO #:**	**A4673**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE78
FLIGHT DATES:	January 3 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s		Total
		Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	NR	NR	NR
	Radio Rim Jhim				
	MON - SAT BREAKFAST / 6A-10A	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**				
	MON - SUN BREAKFAST / 7A-11A	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**				
	MON - SUN BREAKFAST / 7A-10A	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	7	5	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**				
	MON - SUN ROTATIONAL / 6A-12A	Mon Jan 3 - Sun Jan 9 Mon Jan 10 - Sun Jan 16 Mon Jan 17 - Sun Jan 23 Mon Jan 24 - Sun Jan 30 Mon Jan 31 - Sun Feb 6	14	5	

Punjabi Total	**$20,926.50**
Total Ad Cost	**$35,563.50**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	December 20, 2021
CAMPAIGN NAME:	C19 - 5-11 Vaccine - Phase 2	**APO #:**	**A4673**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE78
FLIGHT DATES:	January 3 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,575.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$37,138.50**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kyla Kelch **Date:** 2021-12-20

Signature/Print Name: Kyla Kelch

Approved by Expense Authority: Zadravec **Date:** 2021-12-20
(GCPE or Ministry)

Signature/Print Name: Don Zadravec

STOB:
GCPE 67 ☐
MINISTRY 67 ☐
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 21, 2021
CAMPAIGN NAME:	Vaccine 5-11 Year Old Extension	**APO #:**	**A4674**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE79
FLIGHT DATES:	January 10 - February 6, 2022	**VERSION:**	R1
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	**Changed the TC Ad Size**		

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH	5.111	x	8.000	4	x	112	448	NR			4C	NR	4	NR
Agassiz - Harrison Observer	2,903	F	5.111	x	8.000	4	x	112	448				4C		4	
Aldergrove Star	6,479	F	5.111	x	8.000	4	x	112	448				4C		4	
Chilliwack Progress	28,088	F	5.111	x	8.000	4	x	112	448				4C		4	
Cloverdale Reporter	12,664	TH	5.111	x	8.000	4	x	112	448				4C		4	
Hope Standard	1,779	F	5.111	x	8.000	4	x	112	448				4C		4	
Langley Advance Times	28,667	TH	5.111	x	8.000	4	x	112	448				4C		4	
Maple Ridge/Pitt Meadows News	30,095	F	5.111	x	8.000	4	x	112	448				4C		4	
Mission Record	10,818	F	5.111	x	8.000	4	x	112	448				4C		4	
North Delta Reporter	12,795	TH	5.111	x	8.000	4	x	112	448				4C		4	
Peace Arch News (White Rock)	28,758	TH	5.111	x	8.000	4	x	112	448				4C		4	
Surrey Now Leader	66,073	TH	5.111	x	8.000	4	x	112	448				4C		4	
Alberni Valley News	9,262	W	5.111	x	8.000	4	x	112	448				4C		4	
Campbell River Mirror	16,793	W	5.111	x	8.000	4	x	112	448				4C		4	
Chemainus Valley Courier	3,569	TH	5.111	x	8.000	4	x	112	448				4C		4	
Comox Valley Record	21,712	W	5.111	x	8.000	4	x	112	448				4C		4	
Cowichan Valley Citizen (Duncan)	22,002	TH	5.111	x	8.000	4	x	112	448				4C		4	
Ladysmith Chronicle	3,926	TH	5.111	x	8.000	4	x	112	448				4C		4	
Lake Cowichan Gazette	337	TH	5.111	x	8.000	4	x	112	448				4C		4	
Nanaimo News Bulletin	31,369	W	5.111	x	8.000	4	x	112	448				4C		4	
North Island Gazette	765	W	5.111	x	8.000	4	x	112	448				4C		4	
Parksville Qualicum News	16,452	W	5.111	x	8.000	4	x	112	448				4C		4	
Tofino/Ucluelet Westerly News	719	W	5.111	x	8.000	4	x	112	448				4C		4	
Goldstream News Gazette	18,242	W	5.111	x	8.000	4	x	112	448				4C		4	
Oak Bay News	5,980	TH	5.111	x	8.000	4	x	112	448				4C		4	
Peninsula News Review	14,466	TH	5.111	x	8.000	4	x	112	448				4C		4	
Saanich News	30,654	W	5.111	x	8.000	4	x	112	448				4C		4	
Victoria News	25,476	TH	5.111	x	8.000	4	x	112	448				4C		4	
Sooke News Mirror	5,825	TH	5.111	x	8.000	4	x	112	448				4C		4	
100 Mile House Free Press	1,294	TH	5.111	x	8.000	4	x	112	448				4C		4	
Bella Coola Coast Mountain News	226	E/O TH	5.111	x	8.000	4	x	112	448				4C		2	
Burns Lake District News	927	W	5.111	x	8.000	4	x	112	448				4C		4	
Fort St. James Caledonia Courier	391	TH	5.111	x	8.000	4	x	112	448				4C		4	
Houston Today	575	W	5.111	x	8.000	4	x	112	448				4C		4	
Kitimat Northern Connector	3,818	TH	5.111	x	8.000	4	x	112	448				4C		4	
Prince Rupert Northern View	3,850	TH	5.111	x	8.000	4	x	112	448				4C		4	
Quesnel Cariboo Observer	967	W	5.111	x	8.000	4	x	112	448				4C		4	
Smithers Interior News	2,013	TH	5.111	x	8.000	4	x	112	448				4C		4	
Terrace Standard	8,118	TH	5.111	x	8.000	4	x	112	448				4C		4	
Vanderhoof Omineca Express	733	TH	5.111	x	8.000	4	x	112	448				4C		4	
Stuart Nechako Advertiser (Vanderhoof)	3,033	TH	5.111	x	8.000	4	x	112	448				4C		4	
Williams Lake Tribune	9,068	TH	5.111	x	8.000	4	x	112	448				4C		4	
Ashcroft Cache Creek Journal	555	TH	5.111	x	8.000	4	x	112	448				4C		4	
Barriere North Thompson Journal	627	TH	5.111	x	8.000	4	x	112	448				4C		4	
Castlegar News	6,684	TH	5.111	x	8.000	4	x	112	448				4C		4	
Clearwater North Thompson Times	686	TH	5.111	x	8.000	4	x	112	448				4C		4	
Cranbrook Townsman	1,337	TU	5.111	x	8.000	4	x	112	448				4C		4	
Creston Valley Advance	2,040	TH	5.111	x	8.000	4	x	112	448				4C		4	
Kootenay News Advertiser (Cranbook & Kimberley)	15,223	TH	5.111	x	8.000	4	x	112	448				4C		4	
Fernie Free Press	5,900	TH	5.111	x	8.000	4	x	112	448				4C		4	
Golden Star	1,183	TH	5.111	x	8.000	4	x	112	448				4C		4	
Grand Forks Gazette	2,106	W	5.111	x	8.000	4	x	112	448				4C		4	
Greenwood Boundary Creek Times	317	TH	5.111	x	8.000	4	x	112	448				4C		4	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Columbia Valley Pioneer	4,400	TH	5.070	x	9.000	3	x	126	378	NR			4C	NR	4	NR
Kelowna Capital News	33,801	TH	5.111	x	8.000	4	x	112	448				4C		4	
Keremeos Review	430	TH	5.111	x	8.000	4	x	112	448				4C		4	
Kimberley Bulletin	772	TU	5.111	x	8.000	4	x	112	448				4C		4	
Nakusp Arrow Lakes News	381	TH	5.111	x	8.000	4	x	112	448				4C		4	
Nelson Star	8,501	TH	5.111	x	8.000	4	x	112	448				4C		4	
Penticton Western News	22,143	W	5.111	x	8.000	4	x	112	448				4C		4	
Princeton Similkameen Spotlight	697	TH	5.111	x	8.000	4	x	112	448				4C		4	
Revelstoke Times Review	950	TH	5.111	x	8.000	4	x	112	448				4C		4	
Rossland News	1,200	TH	5.111	x	8.000	4	x	112	448				4C		4	
Lakeshore Shuswap Market News	11,671	F	5.111	x	8.000	4	x	112	448				4C		4	
Salmon Arm Observer	1,506	W	5.111	x	8.000	4	x	112	448				4C		4	
Sicamous Eagle Valley News	294	TH	5.111	x	8.000	4	x	112	448				4C		4	
Summerland Review	896	TH	5.111	x	8.000	4	x	112	448				4C		4	
Trail Daily Times	2,005	TU/TH	5.111	x	8.000	4	x	112	448				4C		4	
Vernon Morning Star	26,473	TH	5.111	x	8.000	4	x	112	448				4C		4	
West Kelowna News	10,593	W	5.111	x	8.000	4	x	112	448				4C		4	
West Kootenay Advertiser	26,529	TH	5.111	x	8.000	4	x	112	448				4C		4	
Winfield Lake Country Calendar	3,589	TH	5.111	x	8.000	4	x	112	448				4C		4	
Gulf Islands Driftwood	4,716	W	5.080	x	9.000	5	x	126	630				4C		4	
Kamloops This Week	30,417	W	4.875	x	8.000	4	x	112	448				4C		4	
Merritt Herald	5,300	TH	4.875	x	8.000	4	x	112	448				4C		4	
Times Chronicle - Oliver & Osoyoos	2,000	W	5.080	x	8.214	3	x	115	345				4C		4	
Burnaby Now	44,165	TH	6.528	x	10.000	4	x	140	560				4C		4	
New Westminster Record	16,946	TH	6.528	x	10.000	4	x	140	560				4C		4	
Tri City News	52,000	TH	6.528	x	10.000	4	x	140	560				4C		4	
Delta Optimist	17,000	TH	6.528	x	10.000	4	x	140	560				4C		4	
North Shore News	60,000	W	6.528	x	10.000	4	x	140	560				4C		4	
Richmond News	46,464	TH	6.528	x	10.000	4	x	140	560				4C		4	
Vancouver is Awesome	111,200	TH	6.528	x	10.000	4	x	140	560				4C		4	
Bowen Island Undercurrent	1,100	TH	6.528	x	10.000	4	x	140	560				4C		4	
Bridge River Lillooet News	1,200	W	6.528	x	10.000	4	x	140	560				4C		4	
Coast Reporter - Sunshine Coast *MODULAR	11,670	FR	6.440	x	10.000	4	x	140	560				4C		4	
Peak Midweek	6,800	W	6.778	x	10.000	4	x	140	560				4C		4	
Powell River Peak	3,000	FR	6.778	x	10.000	4	x	140	560				4C		4	
Squamish Chief	8,000	TH	4.850	x	6.643	3	x	93	279				4C		4	
Pique Newsmagazine *MODULAR	12,500	TH	4.48	x	9.357	2	x	131	262				4C		4	
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930				4C		4	
Westside Weekly	11,523	W	5.167	x	13.286	5	x	186	930				4C		4	
Lumby Valley Times	2,200	FR	5.075	x	8.143	3	x	114	342				4C		4	
Northern Horizon	16,500	E/O FR	6.247	x	6.286	4	x	88	352				4C		2	
Okanagan Advertiser	5,000	TH	5.5	x	6.000	4	x	84	336				4C		4	
Peachland View	3,200	FR	6.83	x	10.000	4	x	140	560				4C		4	
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		4	
Gabriola Sounder	2,800	W	5	x	13.289	3	x	186	558				4C		4	
Victoria Times Colonist (Subscribers) *MODULAR	40,028	Tu - Su	6.23	x	8.070	3	x	3 rows	SEE VTC RATES TAB FOR SIZING				4C		2	
Victoria Times Colonist (Subscribers) *MODULAR	53,882	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		2	
Dawson Creek Mirror	9,385	TH	4.6544	x	8.36	5	x	117	585	NR			4C		4	
Fort Nelson News	2,300	W	7.686	x	9.36	6	x	131	786				4C		4	
Fort St. John Alaska Highway News - TMC	10,391	TH	6.847	x	10.000	7	x	140	980				4C		4	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	12.000	3	x	168	504				4C		4	
Rocky Mountain Valley Goat	750	TH	6.778	x	10.000	4	x	140	560				4C		4	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955				4C		4	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		4	
														TOTAL NET COST		$340,160.20

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $4,095.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $344,255.20

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-01-21

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2022-01-21
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2021-12--21
CAMPAIGN NAME:	C19 - 5-11 VACCINE	**APO #:**	**A4676**
FLIGHT DATES:	December 23 - February 13, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT #**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	Creative	CPM	# of Weeks	Total Imp.	Total Net Cost
					NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
	Mandarin (Simplified Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
	Punjabi (South Asian)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
Ming Pao Website + APP	Cantonese (Traditional Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
SingTao Website + APP	Cantonese (Traditional Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
vanpeople.com	Mandarin (Simplified Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
bcbay.com	Mandarin (Simplified Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
Desibuzzbc.com	Mandarin (Simplified Chinese)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
The Times Group	Punjabi (South Asian)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
Darpanmagazine.com	Punjabi (South Asian)	Thu Dec 23 - Sun Feb 13	Standard Display	TBC		7.5		
							Total Ad Cost	**$47,182.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$315.00**
		TOTAL	**$47,497.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Kyla Kelch — **Signature/Print Name:** Kyla Kelch — **Date:** 2021-12-22

Approved by Expense Authority: (GCPE or Ministry) Don Zadravec — **Signature/Print Name:** Don Zadravec — **Date:** 2021-12-22

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	2022-01-19
CAMPAIGN NAME:	**C19 Hospitals**	**APO #:**	**A4691**
FLIGHT DATES:	Jan 21 - Feb 10	**VERSION:**	Original
TARGET AUDIENCE:	BC, 25+	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	Jan 21 - Feb 10	In-feed/Stories	NR	BC, 25+	3	NR	
Twitter	Jan 21 - Feb 10	Website Cards		BC, 25+	3		
YouTube	Jan 21 - Feb 10	:15s video		BC, 25+	3		
						Total Ad Cost	**$75,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,995.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$76,995.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: **Kathryn LeSueur** **Date:** **2022-01-21**

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: **Sage Aaron** **Date:** **2022-01-21**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	24-Feb-22
CAMPAIGN NAME:	C19 5-11 yr old Vaccines Feb	**APO #:**	**A4692**
FLIGHT DATES:	Jan 24 - Mar 31	**VERSION:**	R1
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
			NR			NR	
FB/IG	Jan 24 - Mar 31	in-feed/stories		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	in-feed/stories		**North, Interior**	10		
Twitter	Jan 24 - Mar 31	Websites cards		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	Websites cards		**North, Interior**	10		
Pinterest	Jan 24 - Mar 31	Promoted Pins		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	Promoted Pins		**North, Interior**	10		
MiQ	Jan 24 - Mar 31	Standard Display		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	Standard Display		**North, Interior**	10		
YouTube	Jan 24 - Mar 31	:15s video		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	:15s video		**North, Interior**	10		
WMG	Jan 24 - Mar 31	:15s/:30s audio		**BC, Parents 3-17**	10		
	Jan 24 - Mar 31	:15s/:30s audio		**North, Interior**	10		
						Total Ad Cost	**$299,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:
Media Planning and Buying
Ad trafficking / campaign setup
Ongoing campaign monitoring/optimizations
campaign billing and reconcilliation
Final reporting

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$5,775.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	24-Feb-22
CAMPAIGN NAME:	C19 5-11 yr old Vaccines Feb	**APO #:**	**A4692**
FLIGHT DATES:	Jan 24 - Mar 31	**VERSION:**	R1
TARGET AUDIENCE:	Various (see below)	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT # C21GCPE002**	

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total
	TOTAL	**$304,775.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: **Kathryn LeSueur** **Date:** **2022-03-01**

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: **Sage Aaron** **Date:** **2022-03-01**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	2022-02-24
CAMPAIGN NAME:	**C19 Get Boosted**	**APO #:**	**A4693**
FLIGHT DATES:	Jan 24 - Mar 31	**VERSION:**	R1
TARGET AUDIENCE:	BC, 18+	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
			NR			NR	
FB/IG	Jan 24 - Mar 31	In-feed/Stories		BC, 18+	10		
Twitter	Jan 24 - Mar 31	Website Cards		BC, 18+	10		
Snap	Jan 24 - Mar 31	image/video ads		BC, 18+	10		
TikTok	Jan 24 - Mar 31	video ads		BC, 18+	10		
YouTube	Jan 24 - Mar 31	:15s video		BC, 18+	10		
Twitch	Jan 24 - Mar 31	:15s video		BC, 18+	10		
MiQ	Jan 24 - Mar 31	Standard Display		BC, 18+	10		
	Jan 24 - Mar 31	:15s video		BC, 18+	10		
						Total Ad Cost	**$470,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$8,715.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL	**$478,715.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** **2022-03-01**

Signature/Print Name: **Kathryn LeSueur**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	**GCPE**	**DATE:**	2022-02-24
CAMPAIGN NAME:	**C19 Get Boosted**	**APO #:**	**A4693**
FLIGHT DATES:	Jan 24 - Mar 31	**VERSION:**	R1
TARGET AUDIENCE:	BC, 18+	**MEDIA BUYER:**	Dana Gabat
REVISION COMMENT:		**CONTRACT #**	**C21GCPE002**

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total

Approved by Expense Authority: **Date:** 22-03-01
(GCPE or Ministry) **Signature/Print Name:** Sage Aaron

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 21, 2022
CAMPAIGN NAME:	COVID-19 Extension	**APO #:**	**A4694**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE85
FLIGHT DATES:	February 7 - 27, 2022 (3 Weeks)	**VERSION:**	R1
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	**Revised ad Size for VTC**		

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH	5.111	x	8.000	4	x	112	448	NR			4C	NR	3	NR
Agassiz - Harrison Observer	2,903	F	5.111	x	8.000	4	x	112	448				4C		3	
Aldergrove Star	6,479	F	5.111	x	8.000	4	x	112	448				4C		3	
Chilliwack Progress	28,088	F	5.111	x	8.000	4	x	112	448				4C		3	
Cloverdale Reporter	12,664	TH	5.111	x	8.000	4	x	112	448				4C		3	
Hope Standard	1,779	F	5.111	x	8.000	4	x	112	448				4C		3	
Langley Advance Times	28,667	TH	5.111	x	8.000	4	x	112	448				4C		3	
Maple Ridge/Pitt Meadows News	30,095	F	5.111	x	8.000	4	x	112	448				4C		3	
Mission Record	10,818	F	5.111	x	8.000	4	x	112	448				4C		3	
North Delta Reporter	12,795	TH	5.111	x	8.000	4	x	112	448				4C		3	
Peace Arch News (White Rock)	28,758	TH	5.111	x	8.000	4	x	112	448				4C		3	
Surrey Now Leader	66,073	TH	5.111	x	8.000	4	x	112	448				4C		3	
Alberni Valley News	9,262	W	5.111	x	8.000	4	x	112	448				4C		3	
Campbell River Mirror	16,793	W	5.111	x	8.000	4	x	112	448				4C		3	
Chemainus Valley Courier	3,569	TH	5.111	x	8.000	4	x	112	448				4C		3	
Comox Valley Record	21,712	W	5.111	x	8.000	4	x	112	448				4C		3	
Cowichan Valley Citizen (Duncan)	22,002	TH	5.111	x	8.000	4	x	112	448				4C		3	
Ladysmith Chronicle	3,926	TH	5.111	x	8.000	4	x	112	448				4C		3	
Lake Cowichan Gazette	337	TH	5.111	x	8.000	4	x	112	448				4C		3	
Nanaimo News Bulletin	31,369	W	5.111	x	8.000	4	x	112	448				4C		3	
North Island Gazette	765	W	5.111	x	8.000	4	x	112	448				4C		3	
Parksville Qualicum News	16,452	W	5.111	x	8.000	4	x	112	448				4C		3	
Tofino/Ucluelet Westerly News	719	W	5.111	x	8.000	4	x	112	448				4C		3	
Goldstream News Gazette	18,242	W	5.111	x	8.000	4	x	112	448				4C		3	
Oak Bay News	5,980	TH	5.111	x	8.000	4	x	112	448				4C		3	
Peninsula News Review	14,466	TH	5.111	x	8.000	4	x	112	448				4C		3	
Saanich News	30,654	W	5.111	x	8.000	4	x	112	448				4C		3	
Victoria News	25,476	TH	5.111	x	8.000	4	x	112	448				4C		3	
Sooke News Mirror	5,825	TH	5.111	x	8.000	4	x	112	448				4C		3	
100 Mile House Free Press	1,294	TH	5.111	x	8.000	4	x	112	448				4C		3	
Bella Coola Coast Mountain News	226	E/O TH	5.111	x	8.000	4	x	112	448				4C		1	
Burns Lake District News	927	W	5.111	x	8.000	4	x	112	448				4C		3	
Fort St. James Caledonia Courier	391	TH	5.111	x	8.000	4	x	112	448				4C		3	
Houston Today	575	W	5.111	x	8.000	4	x	112	448				4C		3	
Kitimat Northern Connector	3,818	TH	5.111	x	8.000	4	x	112	448				4C		3	
Prince Rupert Northern View	3,850	TH	5.111	x	8.000	4	x	112	448				4C		3	
Quesnel Cariboo Observer	967	W	5.111	x	8.000	4	x	112	448				4C		3	
Smithers Interior News	2,013	TH	5.111	x	8.000	4	x	112	448				4C		3	
Terrace Standard	8,118	TH	5.111	x	8.000	4	x	112	448				4C		3	
Vanderhoof Omineca Express	733	TH	5.111	x	8.000	4	x	112	448				4C		3	
Stuart Nechako Advertiser (Vanderhoof)	3,033	TH	5.111	x	8.000	4	x	112	448				4C		3	
Williams Lake Tribune	9,068	TH	5.111	x	8.000	4	x	112	448				4C		3	
Ashcroft Cache Creek Journal	555	TH	5.111	x	8.000	4	x	112	448				4C		3	
Barriere North Thompson Journal	627	TH	5.111	x	8.000	4	x	112	448				4C		3	
Castlegar News	6,684	TH	5.111	x	8.000	4	x	112	448				4C		3	
Clearwater North Thompson Times	686	TH	5.111	x	8.000	4	x	112	448				4C		3	
Cranbrook Townsman	1,337	TU	5.111	x	8.000	4	x	112	448				4C		3	
Creston Valley Advance	2,040	TH	5.111	x	8.000	4	x	112	448				4C		3	
Kootenay News Advertiser (Cranbook & Kimberley)	15,223	TH	5.111	x	8.000	4	x	112	448				4C		3	
Fernie Free Press	5,900	TH	5.111	x	8.000	4	x	112	448				4C		3	
Golden Star	1,183	TH	5.111	x	8.000	4	x	112	448				4C		3	
Grand Forks Gazette	2,106	W	5.111	x	8.000	4	x	112	448				4C		3	
Greenwood Boundary Creek Times	317	TH	5.111	x	8.000	4	x	112	448				4C		3	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Columbia Valley Pioneer	4,400	TH	5.070	x	9.000	3	x	126	378	NR			4C	NR	3	NR
Kelowna Capital News	33,801	TH	5.111	x	8.000	4	x	112	448				4C		3	
Keremeos Review	430	TH	5.111	x	8.000	4	x	112	448				4C		3	
Kimberley Bulletin	772	TU	5.111	x	8.000	4	x	112	448				4C		3	
Nakusp Arrow Lakes News	381	TH	5.111	x	8.000	4	x	112	448				4C		3	
Nelson Star	8,501	TH	5.111	x	8.000	4	x	112	448				4C		3	
Penticton Western News	22,143	W	5.111	x	8.000	4	x	112	448				4C		3	
Princeton Similkameen Spotlight	697	TH	5.111	x	8.000	4	x	112	448				4C		3	
Revelstoke Times Review	950	TH	5.111	x	8.000	4	x	112	448				4C		3	
Rossland News	1,200	TH	5.111	x	8.000	4	x	112	448				4C		3	
Lakeshore Shuswap Market News	11,671	F	5.111	x	8.000	4	x	112	448				4C		3	
Salmon Arm Observer	1,506	W	5.111	x	8.000	4	x	112	448				4C		3	
Sicamous Eagle Valley News	294	TH	5.111	x	8.000	4	x	112	448				4C		3	
Summerland Review	896	TH	5.111	x	8.000	4	x	112	448				4C		3	
Trail Daily Times	2,005	TU/TH	5.111	x	8.000	4	x	112	448				4C		3	
Vernon Morning Star	26,473	TH	5.111	x	8.000	4	x	112	448				4C		3	
West Kelowna News	10,593	W	5.111	x	8.000	4	x	112	448				4C		3	
West Kootenay Advertiser	26,529	TH	5.111	x	8.000	4	x	112	448				4C		3	
Winfield Lake Country Calendar	3,589	TH	5.111	x	8.000	4	x	112	448				4C		3	
Gulf Islands Driftwood	4,716	W	5.080	x	9.000	5	x	126	630				4C		3	
Kamloops This Week	30,417	W	4.875	x	8.000	4	x	112	448				4C		3	
Merritt Herald	5,300	TH	4.875	x	8.000	4	x	112	448				4C		3	
Times Chronicle - Oliver & Osoyoos	2,000	W	5.080	x	8.214	3	x	115	345				4C		3	
Burnaby Now	44,165	TH	6.528	x	10.000	4	x	140	560				4C		3	
New Westminster Record	16,946	TH	6.528	x	10.000	4	x	140	560				4C		3	
Tri City News	52,000	TH	6.528	x	10.000	4	x	140	560				4C		3	
Delta Optimist	17,000	TH	6.528	x	10.000	4	x	140	560				4C		3	
North Shore News	60,000	W	6.528	x	10.000	4	x	140	560				4C		3	
Richmond News	46,464	TH	6.528	x	10.000	4	x	140	560				4C		3	
Vancouver is Awesome	111,200	TH	6.528	x	10.000	4	x	140	560				4C		3	
Bowen Island Undercurrent	1,100	TH	6.528	x	10.000	4	x	140	560				4C		3	
Bridge River Lillooet News	1,200	W	6.528	x	10.000	4	x	140	560				4C		3	
Coast Reporter - Sunshine Coast *MODULAR	11,670	FR	6.440	x	10.000	4	x	140	560				4C		3	
Peak Midweek	6,800	W	6.778	x	10.000	4	x	140	560				4C		3	
Powell River Peak	3,000	FR	6.778	x	10.000	4	x	140	560				4C		3	
Squamish Chief	8,000	TH	4.850	x	6.643	3	x	93	279				4C		3	
Pique Newsmagazine *MODULAR	12,500	TH	4.48	x	9.357	2	x	131	262				4C		3	
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930				4C		3	
Westside Weekly	11,523	W	5.167	x	13.286	5	x	186	930				4C		3	
Lumby Valley Times	2,200	FR	5.075	x	8.143	3	x	114	342				4C		3	
Northern Horizon	16,500	E/O FR	6.247	x	6.286	4	x	88	352				4C		1	
Okanagan Advertiser	5,000	TH	5.5	x	6.000	4	x	84	336				4C		3	
Peachland View	3,200	FR	6.83	x	10.000	4	x	140	560				4C		3	
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		3	
Gabriola Sounder	2,800	W	5	x	13.289	3	x	186	558				4C		3	
Victoria Times Colonist (Subscribers) *MODULAR	40,028	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		3	
Dawson Creek Mirror	9,385	TH	4.6544	x	8.36	5	x	117	585	NR			4C		3	
Fort Nelson News	2,300	W	7.686	x	9.36	6	x	131	786				4C		3	
Fort St. John Alaska Highway News - TMC	10,391	TH	6.847	x	10.000	7	x	140	980				4C		3	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	12.000	3	x	168	504				4C		3	
Rocky Mountain Valley Goat	750	TH	6.778	x	10.000	4	x	140	560				4C		3	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955				4C		3	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		3	
														TOTAL NET COST		$255,962.01

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $4,095.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $260,057.01

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-01-21

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2022-01-21
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 21, 2021
CAMPAIGN NAME:	Hospitals Omicron	**APO #:**	**A4695**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE95
FLIGHT DATES:	January 24 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930	NR			4C	NR	2	NR
Victoria Times Colonist (Subscribers) *MODULAR	53,882	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		2	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955	NR			4C		2	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		2	
														TOTAL NET COST		$48,301.86

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,050.00**
		TOTAL	**$49,351.86**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-01-21

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2022-01-21
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:

GCPE 67	☑
MINISTRY 67	☐
MINISTRY 68	☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2022-01-21
CAMPAIGN NAME:	C19 - Omicron Hospitals	**APO #:**	**A4696**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE94
FLIGHT DATES:	January 24 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Stephanie Tagami
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	2	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		2	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		2	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		2	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		2	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		2	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		2	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		2	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		2	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		2	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		2	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		2	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		2	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		2	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		2	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		2	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		2	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		2	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		2	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		2	
							Total Ad Cost	**$31,856.22**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	2022-01-21
CAMPAIGN NAME:	C19 - Omicron Hospitals	**APO #:**	**A4696**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE94
FLIGHT DATES:	January 24 - February 6, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Stephanie Tagami
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,575.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$33,431.22**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2022-01-21**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2022-01-21**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 26, 2022
CAMPAIGN NAME:	C19 Extension (Kids & Booster)	**APO #:**	**A4699**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE88
FLIGHT DATES:	February 7 - February 27, 2022	**VERSION:**	R1
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Updated the costs		

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE			NR		NR		NR
CHINESE	**CHMB (Cantonese, Mandarin)**						
	Cantonese - MO-SA / 6A-7P	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		21		3	
	Mandarin - MO-SA / 7P-12A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		21		3	
CHINESE	**CJVB (Cantonese)**	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		21		3	
	CHKGFM (Mandarin)	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		21		3	
						Chinese Total	**$13,173.30**
PUNJABI							NR
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						
	MON - SAT BREAKFAST / 6A-10A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		14		3	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		7		3	
	Radio Rim Jhim						
	MON - SAT BREAKFAST / 6A-10A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		14		3	

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 26, 2022
CAMPAIGN NAME:	C19 Extension (Kids & Booster)	**APO #:**	**A4699**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE88
FLIGHT DATES:	February 7 - February 27, 2022	**VERSION:**	R1
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Updated the costs		

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s			Total
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27	NR	7	NR 3	NR
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**					
	MON - SUN BREAKFAST / 7A-11A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		14	3	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		7	3	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**					
	MON - SUN BREAKFAST / 7A-10A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		14	3	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		7	3	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**					
	MON - SUN ROTATIONAL / 6A-12A	Mon Feb 7 - Sun Feb 13 Mon Feb 14 - Sun Feb 20 Mon Feb 21 - Sun Feb 27		21	3	

Punjabi Total	**$18,833.85**
Total Ad Cost	**$32,007.15**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 26, 2022
CAMPAIGN NAME:	C19 Extension (Kids & Booster)	**APO #:**	**A4699**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE88
FLIGHT DATES:	February 7 - February 27, 2022	**VERSION:**	R1
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Updated the costs		

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees	**$1,470.00**
TOTAL	**$33,477.15**

REVISIONS: this estimate allows for one round of minor changes

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2022-01-27**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority: **Date:** **2022-01-27**
(GCPE or Ministry)

Signature/Print Name: **Sage Aaron**

GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 26, 2022
CAMPAIGN NAME:	C19 - C19 Extension (Kids & Booster)	**APO #:**	**A4700**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE87
FLIGHT DATES:	February 7 - February 27, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS						NR		NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C		3	
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		3	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		3	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		3	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		3	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		3	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		3	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		3	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		3	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		3	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		3	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		3	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		3	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		3	
							Total Ad Cost	**$47,784.33**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 26, 2022
CAMPAIGN NAME:	C19 - C19 Extension (Kids & Booster)	**APO #:**	**A4700**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE87
FLIGHT DATES:	February 7 - February 27, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,470.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$49,254.33**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2022-01-27**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2022-01-27**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	January 20, 2022
CAMPAIGN NAME:	COVID-19 Extension English Radio	**APO #:**	**A4701**
MEDIUM:	English Radio	**CPC #:**	381219-22-GCPE86
FLIGHT DATES:	February 7 - 27, 2022 (3 Weeks)	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

						2022-02-07	2022-02-27		3		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER											
				NR							NR
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan			2022-02-07	2022-02-27	175	3	**525**	
SURREY	CISFFM					2022-02-07	2022-02-27	28	3	**84**	
CHILLIWACK	CHWK FM					2022-02-07	2022-02-27	28	3	**84**	
CHILLIWACK	CKSRFM					2022-02-07	2022-02-27	28	3	**84**	
ABBOTSFORD	CKQCFM					2022-02-07	2022-02-27	28	3	**84**	
SQUAMISH / WHISTLER	CISQFM					2022-02-07	2022-02-27	28	3	**84**	
WHISTLER	CKEE FM					2022-02-07	2022-02-27	28	3	**84**	
ISLAND											
				NR							NR
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2022-02-07	2022-02-27	150	3	**450**	
TOFINO	CHMZFM		6a - 8p			2022-02-07	2022-02-27	28	3	**84**	
UCLUELET	CIMMFM		6a - 8p			2022-02-07	2022-02-27	28	3	**84**	
COURTENAY/COMOX	CKKC		6a - 8p			2022-02-07	2022-02-27	28	3	**84**	
ISLAND					$326.50	2022-02-07	2022-02-27	28	3	84	$27,426.00
NANAIMO	CHWFFM	Rock	6a - 8p	NR		2022-02-07	2022-02-27				NR
NANAIMO	CKWVFM	Hot AC	6a - 8p			2022-02-07	2022-02-27				
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 8p			2022-02-07	2022-02-27				
PARKSVILLE	CHPQFM	Standards/Gold	6a - 8p			2022-02-07	2022-02-27				
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 8p			2022-02-07	2022-02-27				
COURTENAY/COMOX	CFCPFM	Rock	6a - 8p			2022-02-07	2022-02-27				
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 8p			2022-02-07	2022-02-27				
DUNCAN	CJSUFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
POWEL RIVER	CFPWFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 8p			2022-02-07	2022-02-27				
PORT HARDY	CFNIAM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
CENTRAL INTERIOR											
				NR							NR
KELOWNA	CKLZFM	Rock	6a - 8p			2022-02-07	2022-02-27	28	3	**84**	
KELOWNA	CKQQFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27	28	3	**84**	
KELOWNA	CKOV		6a - 8p			2021-08-12	2021-08-14	28	3	**84**	
KAMLOOPS	CIFMFM	Rock	6a - 8p			2022-02-07	2022-02-27	28	3	**84**	

				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
KAMLOOPS	CKBZFM	Adult Contemporary	6a - 8p	NR		2022-02-07	2022-02-27	28	3	84	NR
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a - 8p			2022-02-07	2022-02-27	28	3	84	
BARRIERE	CHLWFM	Rock	6a - 8p			2022-02-07	2022-02-27	28	3	84	
MERRITT	CKMQ	AC	6a - 8p			2022-02-07	2022-02-27	28	3	84	
CENTRAL INTERIOR					$157.25	2022-02-07	2022-02-27	28	3	84	$13,209.00
KELOWNA	CHSU	Hot AC	6a - 8p	NR		2022-02-07	2022-02-27				NR
KELOWNA	CILK	AC	6a - 8p			2022-02-07	2022-02-27				
KELOWNA	CKFR	Newstalk	6a - 8p			2022-02-07	2022-02-27				
KELOWNA	CKKO	Rock	6a - 8p			2022-02-07	2022-02-27				
KAMLOOPS	CKRV	Contemporary Hit	6a - 8p			2022-02-07	2022-02-27				
KAMLOOPS	CJKC	Country	6a - 8p			2022-02-07	2022-02-27				
KAMLOOPS	CHNL	News Talk	6a - 8p			2022-02-07	2022-02-27				
VERNON	CICF	Hot AC	6a - 8p			2022-02-07	2022-02-27				
SOUTH OKANAGAN NETWORK					$102.85	2022-02-07	2022-02-27	28	3	84	$8,639.40
PENTICTON	CIGV	Country	6a - 8p	NR		2022-02-07	2022-02-27				NR
PENTICTON	CJMG	Hot AC	6a - 8p			2022-02-07	2022-02-27				
PENTICTON	CKOR	AC	6a - 8p			2022-02-07	2022-02-27				
SUMMERLAND	CHOR	AC	6a - 8p			2022-02-07	2022-02-27				
OSOYOOS/OLIVER	CJOR	AC	6a - 8p			2022-02-07	2022-02-27				
COLUMBIA SHUSWAP NETWORK					$56.10	2022-02-07	2022-02-27	28	3	84	$4,712.40
SALMON ARM	CKXR	AC	6a - 8p	NR		2022-02-07	2022-02-27				NR
REVELSTOKE	CKCR	AC	6a - 8p			2022-02-07	2022-02-27				
GOLDEN	CKGR	AC	6a - 8p			2022-02-07	2022-02-27				
NORTHERN INTERIOR											
PRINCE GEORGE	CKDVFM	Classic Hits	6a - 8p	NR		2022-02-07	2022-02-27	28	3	84	NR
PRINCE GEORGE	CKKNFM	Hot AC	6a - 8p			2022-02-07	2022-02-27	28	3	84	
MACKENZIE	CHMMFM		6a - 8p			2022-02-07	2022-02-27	28	3	84	
CCI NETWORK					$217.50	2022-02-07	2022-02-27	28	3	84	$18,270.00
PRINCE GEORGE	CJCIFM	Country	6a - 8p	NR		2022-02-07	2022-02-27				NR
PRINCE GEORGE	CIRXFM	Rock	6a - 8p			2022-02-07	2022-02-27				
VANDERHOOF	CIRXFM1	Rock	6a - 8p			2022-02-07	2022-02-27				
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
QUESNEL	CKCQFM	Country	6a - 8p			2022-02-07	2022-02-27				
QUESNEL	CFFM2	Rock	6a - 8p			2022-02-07	2022-02-27				
WILLIAMS LAKE	CKWLM	Country	6a - 8p			2022-02-07	2022-02-27				
WILLIAMS LAKE	CFFM	Rock	6a - 8p			2022-02-07	2022-02-27				
100 MILE HOUSE	CKBX	Country	6a - 8p			2022-02-07	2022-02-27				
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a - 8p			2022-02-07	2022-02-27	28	3	84	
NORTH-WEST NETWORK					$86.70	2022-02-07	2022-02-27	28	3	84	$7,282.80
TERRACE	CJFW	Country	6a - 8p	NR		2022-02-07	2022-02-27				NR
TERRACE	CFTK	AC	6a - 8p			2022-02-07	2022-02-27				
PRINCE RUPERT	CHTK	AC	6a - 8p			2022-02-07	2022-02-27				
KITIMAT	CKTK	AC	6a - 8p			2022-02-07	2022-02-27				
PEACE NETWORK	CHETFM	Classic Rock	6a - 8p			2022-02-07	2022-02-27	28	3	84	
FORT ST. JOHN	CKFUFM		6a - 8p			2022-02-07	2022-02-27	28	3	84	
NORTH-EAST NETWORK					$130.05	2022-02-07	2022-02-27	28	3	84	$10,924.20
DAWSON CR./TUMBLER R.	CJDC	Country	6a - 8p	NR		2022-02-07	2022-02-27				NR

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL TOTAL NET
FORT ST. JOHN	CKNL	AOR/Mainstream Rock	6a - 8p	NR		2022-02-07	2022-02-27				NR
FORT ST. JOHN	CHRX	Hot AC	6a - 8p			2022-02-07	2022-02-27				
FORT NELSON	CKRX	AOR/Mainstream Rock	6a - 8p			2022-02-07	2022-02-27				
MOUNTAIN-FM NETWORK					$84.50	2022-02-07	2022-02-27	28	3	84	$7,098.00
CASTLEGAR	CKQRFM	Rock	6a - 8p	NR		2022-02-07	2022-02-27				NR
NELSON	CHNVFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
GRAND FORK	CKGFFM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
CRESTON	CKCV-FM	Classic Hits	6a - 8p			2022-02-07	2022-02-27				
EK RADIO NETWORK					$127.50	2022-02-07	2022-02-27	28	3	84	$10,710.00
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a - 8p	NR		2022-02-07	2022-02-27				NR
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a - 8p			2022-02-07	2022-02-27				
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a - 8p			2022-02-07	2022-02-27				
SOUTH-EAST NETWORK					$68.00	2022-02-07	2022-02-27	28	3	84	$5,712.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC	6a - 8p	NR		2022-02-07	2022-02-27				NR
NELSON/TRAIL	CKKC	AC	6a - 8p			2022-02-07	2022-02-27				
											$260,054.40

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$3,675.00**
		TOTAL	**$263,729.40**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn LeSueur — **Date:** 2022-01-27

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/Sage Aaron — **Date:** 2022-01-27

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	28-Jan-22
CAMPAIGN NAME:	C19 - Hospital Message	**APO #:**	**A4702**
FLIGHT DATES:	January 31 - February 13, 2021	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT # C21**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	CPM	# of Weeks	Total Imp.	Total Net Cost
				NR		NR	
YouTube	Cantonese (Traditional Chinese	Mon Jan 31 - Sun Feb 13	YouTube Video		2		
	Mandarin (Simplified Chinese)	Mon Jan 31 - Sun Feb 13	YouTube Video		2		
	Punjabi (South Asian)	Mon Jan 31 - Sun Feb 13	YouTube Video		2		
						Total Ad Cost	**$67,000.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$315.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$67,315.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-02-02

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) **Date:** 2022-02-22

Signature/Print Name: Sage Aaron

STOB:
GCPE 67 X
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	25-Feb-22
CAMPAIGN NAME:	C19 - Get boosted, Stay home - extended	**APO #:**	**A4704**
FLIGHT DATES:	January 31 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	CPM	# of Weeks	Total Imp.	Total Net Cost
				NR		NR	
Programmatic	Cantonese (Traditional Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
	Punjabi (South Asian)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
YouTube	Cantonese (Traditional Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
	Punjabi (South Asian)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
Ming Pao APP	Cantonese (Traditional Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
SingTao Website	Cantonese (Traditional Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
vanpeople.com	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
bcbay.com	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
riseweekly.com	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
Desibuzzbc.com	Mandarin (Simplified Chinese)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
The Times Group	Punjabi (South Asian)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
Darpanmagazine.com	Punjabi (South Asian)	Mon Jan 31 - Thu Mar 31	Standard Display		8.5		
						Total Ad Cost	**$73,438.00**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			**$315.00**

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	25-Feb-22
CAMPAIGN NAME:	C19 - Get boosted, Stay home - extended	**APO #:**	**A4704**
FLIGHT DATES:	January 31 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.		
	TOTAL	**$73,753.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-03-01

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2022-03-01
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	COVID-19 Extension March // Get Boosted	**APO #:**	**A4717**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE96
FLIGHT DATES:	February 28 - March 31, 2022 (5 Weeks)	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH	5.111	x	8.000	4	x	112	448	NR			4C	NR	5	NR
Agassiz - Harrison Observer	2,903	F	5.111	x	8.000	4	x	112	448				4C		4	
Aldergrove Star	6,479	F	5.111	x	8.000	4	x	112	448				4C		4	
Chilliwack Progress	28,088	F	5.111	x	8.000	4	x	112	448				4C		4	
Cloverdale Reporter	12,664	TH	5.111	x	8.000	4	x	112	448				4C		5	
Hope Standard	1,779	F	5.111	x	8.000	4	x	112	448				4C		4	
Langley Advance Times	28,667	TH	5.111	x	8.000	4	x	112	448				4C		5	
Maple Ridge/Pitt Meadows News	30,095	F	5.111	x	8.000	4	x	112	448				4C		4	
Mission Record	10,818	F	5.111	x	8.000	4	x	112	448				4C		4	
North Delta Reporter	12,795	TH	5.111	x	8.000	4	x	112	448				4C		5	
Peace Arch News (White Rock)	28,758	TH	5.111	x	8.000	4	x	112	448				4C		5	
Surrey Now Leader	66,073	TH	5.111	x	8.000	4	x	112	448				4C		5	
Alberni Valley News	9,262	W	5.111	x	8.000	4	x	112	448				4C		5	
Campbell River Mirror	16,793	W	5.111	x	8.000	4	x	112	448				4C		5	
Chemainus Valley Courier	3,569	TH	5.111	x	8.000	4	x	112	448				4C		5	
Comox Valley Record	21,712	W	5.111	x	8.000	4	x	112	448				4C		5	
Cowichan Valley Citizen (Duncan)	22,002	TH	5.111	x	8.000	4	x	112	448				4C		5	
Ladysmith Chronicle	3,926	TH	5.111	x	8.000	4	x	112	448				4C		5	
Lake Cowichan Gazette	337	TH	5.111	x	8.000	4	x	112	448				4C		5	
Nanaimo News Bulletin	31,369	W	5.111	x	8.000	4	x	112	448				4C		5	
North Island Gazette	765	W	5.111	x	8.000	4	x	112	448				4C		5	
Parksville Qualicum News	16,452	W	5.111	x	8.000	4	x	112	448				4C		5	
Tofino/Ucluelet Westerly News	719	W	5.111	x	8.000	4	x	112	448				4C		5	
Goldstream News Gazette	18,242	W	5.111	x	8.000	4	x	112	448				4C		5	
Oak Bay News	5,980	TH	5.111	x	8.000	4	x	112	448				4C		5	
Peninsula News Review	14,466	TH	5.111	x	8.000	4	x	112	448				4C		5	
Saanich News	30,654	W	5.111	x	8.000	4	x	112	448				4C		5	
Victoria News	25,476	TH	5.111	x	8.000	4	x	112	448				4C		5	
Sooke News Mirror	5,825	TH	5.111	x	8.000	4	x	112	448				4C		5	
100 Mile House Free Press	1,294	TH	5.111	x	8.000	4	x	112	448				4C		5	
Bella Coola Coast Mountain News	226	E/O TH	5.111	x	8.000	4	x	112	448				4C		3	
Burns Lake District News	927	W	5.111	x	8.000	4	x	112	448				4C		5	
Fort St. James Caledonia Courier	391	TH	5.111	x	8.000	4	x	112	448				4C		5	
Houston Today	575	W	5.111	x	8.000	4	x	112	448				4C		5	
Kitimat Northern Connector	3,818	TH	5.111	x	8.000	4	x	112	448				4C		5	
Prince Rupert Northern View	3,850	TH	5.111	x	8.000	4	x	112	448				4C		5	
Quesnel Cariboo Observer	967	W	5.111	x	8.000	4	x	112	448				4C		5	
Smithers Interior News	2,013	TH	5.111	x	8.000	4	x	112	448				4C		5	
Terrace Standard	8,118	TH	5.111	x	8.000	4	x	112	448				4C		5	
Vanderhoof Omineca Express	733	TH	5.111	x	8.000	4	x	112	448				4C		5	
Stuart Nechako Advertiser (Vanderhoof)	3,033	TH	5.111	x	8.000	4	x	112	448				4C		5	
Williams Lake Tribune	9,068	TH	5.111	x	8.000	4	x	112	448				4C		5	
Ashcroft Cache Creek Journal	555	TH	5.111	x	8.000	4	x	112	448				4C		5	
Barriere North Thompson Journal	627	TH	5.111	x	8.000	4	x	112	448				4C		5	
Castlegar News	6,684	TH	5.111	x	8.000	4	x	112	448				4C		5	
Clearwater North Thompson Times	686	TH	5.111	x	8.000	4	x	112	448				4C		5	
Cranbrook Townsman	1,337	TU	5.111	x	8.000	4	x	112	448				4C		5	
Creston Valley Advance	2,040	TH	5.111	x	8.000	4	x	112	448				4C		5	
Kootenay News Advertiser (Cranbook & Kimberley)	15,223	TH	5.111	x	8.000	4	x	112	448				4C		5	
Fernie Free Press	5,900	TH	5.111	x	8.000	4	x	112	448				4C		5	
Golden Star	1,183	TH	5.111	x	8.000	4	x	112	448				4C		5	
Grand Forks Gazette	2,106	W	5.111	x	8.000	4	x	112	448				4C		5	
Greenwood Boundary Creek Times	317	TH	5.111	x	8.000	4	x	112	448				4C		5	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Columbia Valley Pioneer	4,400	TH	5.070	x	9.000	3	x	126	378	NR			4C	NR	5	NR
Kelowna Capital News	33,801	TH	5.111	x	8.000	4	x	112	448				4C		5	
Keremeos Review	430	TH	5.111	x	8.000	4	x	112	448				4C		5	
Kimberley Bulletin	772	TU	5.111	x	8.000	4	x	112	448				4C		5	
Nakusp Arrow Lakes News	381	TH	5.111	x	8.000	4	x	112	448				4C		5	
Nelson Star	8,501	TH	5.111	x	8.000	4	x	112	448				4C		5	
Penticton Western News	22,143	W	5.111	x	8.000	4	x	112	448				4C		5	
Princeton Similkameen Spotlight	697	TH	5.111	x	8.000	4	x	112	448				4C		5	
Revelstoke Times Review	950	TH	5.111	x	8.000	4	x	112	448				4C		5	
Rossland News	1,200	TH	5.111	x	8.000	4	x	112	448				4C		5	
Lakeshore Shuswap Market News	11,671	F	5.111	x	8.000	4	x	112	448				4C		4	
Salmon Arm Observer	1,506	W	5.111	x	8.000	4	x	112	448				4C		5	
Sicamous Eagle Valley News	294	TH	5.111	x	8.000	4	x	112	448				4C		5	
Summerland Review	896	TH	5.111	x	8.000	4	x	112	448				4C		5	
Trail Daily Times	2,005	TU/TH	5.111	x	8.000	4	x	112	448				4C		5	
Vernon Morning Star	26,473	TH	5.111	x	8.000	4	x	112	448				4C		5	
West Kelowna News	10,593	W	5.111	x	8.000	4	x	112	448				4C		5	
West Kootenay Advertiser	26,529	TH	5.111	x	8.000	4	x	112	448				4C		5	
Winfield Lake Country Calendar	3,589	TH	5.111	x	8.000	4	x	112	448				4C		5	
Gulf Islands Driftwood	4,716	W	5.080	x	9.000	5	x	126	630				4C		5	
Kamloops This Week	30,417	W	4.875	x	8.000	4	x	112	448				4C		5	
Merritt Herald	5,300	TH	4.875	x	8.000	4	x	112	448				4C		5	
Times Chronicle - Oliver & Osoyoos	2,000	W	5.080	x	8.214	3	x	115	345				4C		5	
Burnaby Now	44,165	TH	6.528	x	10.000	4	x	140	560				4C		5	
New Westminster Record	16,946	TH	6.528	x	10.000	4	x	140	560				4C		5	
Tri City News	52,000	TH	6.528	x	10.000	4	x	140	560				4C		5	
Delta Optimist	17,000	TH	6.528	x	10.000	4	x	140	560				4C		5	
North Shore News	60,000	W	6.528	x	10.000	4	x	140	560				4C		5	
Richmond News	46,464	TH	6.528	x	10.000	4	x	140	560				4C		5	
Vancouver is Awesome	111,200	TH	6.528	x	10.000	4	x	140	560				4C		5	
Bowen Island Undercurrent	1,100	TH	6.528	x	10.000	4	x	140	560				4C		5	
Bridge River Lillooet News	1,200	W	6.528	x	10.000	4	x	140	560				4C		5	
Coast Reporter - Sunshine Coast *MODULAR	11,670	FR	6.440	x	10.000	4	x	140	560				4C		4	
Peak Midweek	6,800	W	6.778	x	10.000	4	x	140	560				4C		5	
Powell River Peak	3,000	FR	6.778	x	10.000	4	x	140	560				4C		4	
Squamish Chief	8,000	TH	4.850	x	6.643	3	x	93	279				4C		5	
Pique Newsmagazine *MODULAR	12,500	TH	4.48	x	9.357	2	x	131	262				4C		5	
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930				4C		5	
Westside Weekly	11,523	W	5.167	x	13.286	5	x	186	930				4C		5	
Lumby Valley Times	2,200	FR	5.075	x	8.143	3	x	114	342				4C		4	
Northern Horizon	16,500	E/O FR	6.247	x	6.286	4	x	88	352				4C		3	
Okanagan Advertiser	5,000	TH	5.5	x	6.000	4	x	84	336				4C		5	
Peachland View	3,200	FR	6.83	x	10.000	4	x	140	560				4C		4	
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		5	
Gabriola Sounder	2,800	W	5	x	13.289	3	x	186	558				4C		5	
Victoria Times Colonist (Subscribers) *MODULAR	40,028	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		5	
Dawson Creek Mirror	9,385	TH	4.6544	x	8.36	5	x	117	585	NR			4C		5	
Fort Nelson News	2,300	W	7.686	x	9.36	6	x	131	786				4C		5	
Fort St. John Alaska Highway News - TMC	10,391	TH	6.847	x	10.000	7	x	140	980				4C		5	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	12.000	3	x	168	504				4C		5	
Rocky Mountain Valley Goat	750	TH	6.778	x	10.000	4	x	140	560				4C		5	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955				4C		5	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		5	
														TOTAL NET COST		$421,783.71

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $4,095.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $425,878.71

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** 2022-02-25

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority: **Date:** 2022-02-25
(GCPE or Ministry)

Signature/Print Name: Sage Aaron

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	Covid-19 Extension - March	**APO #:**	**A4718**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE99
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE			NR		NR		NR
CHINESE	**CHMB (Cantonese, Mandarin)**						
	Cantonese - MO-SA / 6A-7P	Mon Feb 28 - Sun Mar 6		14		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		8		1	
	Mandarin - MO-SA / 7P-12A	Mon Feb 28 - Sun Mar 6		14		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		8		1	
CHINESE	**CJVB (Cantonese)**	Mon Feb 28 - Sun Mar 6		14		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		8		1	
	CHKGFM (Mandarin)	Mon Feb 28 - Sun Mar 6		14		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		8		1	
						Chinese Total	**$13,382.40**
PUNJABI							NR
SOUTH ASIAN (Punjabi)	**SPICE AM1200**						
	MON - SAT BREAKFAST / 6A-10A	Mon Feb 28 - Sun Mar 6		7		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		4		1	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Feb 28 - Sun Mar 6		7		4	
		Mon Mar 7 - Sun Mar 13					
		Mon Mar 14 - Sun Mar 20					
		Mon Mar 21 - Sun Mar 27					
		Mon Mar 28 - Thu Mar 31		4		1	

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	Covid-19 Extension - March	**APO #:**	**A4718**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE99
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s			Total
	Radio Rim Jhim					
	MON - SAT BREAKFAST / 6A-10A	Mon Feb 28 - Sun Mar 6	NR	7	NR 4	NR
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Feb 28 - Sun Mar 6		7	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
SOUTH ASIAN (Punjabi)	**RED FM (CKYE)**					
	MON - SUN BREAKFAST / 7A-11A	Mon Feb 28 - Sun Mar 6		7	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Feb 28 - Sun Mar 6		7	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
SOUTH ASIAN (Punjabi)	**CJCN FM - Connect FM91.5**					
	MON - SUN BREAKFAST / 7A-10A	Mon Feb 28 - Sun Mar 6		7	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Feb 28 - Sun Mar 6		7	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		4	1	
SOUTH ASIAN (Punjabi)	**Sher-e-Punjab AM600**					
	MON - SUN ROTATIONAL / 6A-12A	Mon Feb 28 - Sun Mar 6		14	4	
		Mon Mar 7 - Sun Mar 13				
		Mon Mar 14 - Sun Mar 20				
		Mon Mar 21 - Sun Mar 27				
		Mon Mar 28 - Thu Mar 31		8	1	
					Punjabi Total	**$19,404.80**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	Covid-19 Extension - March	**APO #:**	**A4718**
MEDIUM:	In-Language Radio	**CPC #:**	381219-22-GCPE99
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese and South Asian	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total
Total Ad Cost		**$32,787.20**

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	**CLIENT SERVICE**	**RATE**	**HOURS**	**AMOUNT**
	Account Manager/Alternate	NR		
	Accounting/Admin			
	Media Director			
	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			
		Total Agency Fees		**$1,365.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$34,152.20**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2022-02-25**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2022-02-25**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	COVID-19 Extension March English Radio	**APO #:**	**A4719**
MEDIUM:	English Radio	**CPC #:**	381219-22-GCPE97
FLIGHT DATES:	February 28 - March 31, 2022 (5 Weeks)	**VERSION:**	Original
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

						2022-02-28	2022-03-31		5		
				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER											
				NR							NR
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan			2022-02-28	2022-03-31	175	5	**875**	
SURREY	CISFFM					2022-02-28	2022-03-31	28	5	**140**	
CHILLIWACK	CHWK FM					2022-02-28	2022-03-31	28	5	**140**	
CHILLIWACK	CKSRFM					2022-02-28	2022-03-31	28	5	**140**	
ABBOTSFORD	CKQCFM					2022-02-28	2022-03-31	28	5	**140**	
SQUAMISH / WHISTLER	CISQFM					2022-02-28	2022-03-31	28	5	**140**	
WHISTLER	CKEE FM					2022-02-28	2022-03-31	28	5	**140**	
ISLAND											
				NR							NR
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2022-02-28	2022-03-31	150	5	**750**	
TOFINO	CHMZFM		6a - 8p			2022-02-28	2022-03-31	28	5	**140**	
UCLUELET	CIMMFM		6a - 8p			2022-02-28	2022-03-31	28	5	**140**	
COURTENAY/COMOX	CKKC		6a - 8p			2022-02-28	2022-03-31	28	5	**140**	
ISLAND					$326.50	2022-02-28	2022-03-31	28	5	140	$45,710.00
NANAIMO	CHWFFM	Rock	6a - 8p	NR		2022-02-28	2022-03-31				NR
NANAIMO	CKWVFM	Hot AC	6a - 8p			2022-02-28	2022-03-31				
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 8p			2022-02-28	2022-03-31				
PARKSVILLE	CHPQFM	Standards/Gold	6a - 8p			2022-02-28	2022-03-31				
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 8p			2022-02-28	2022-03-31				
COURTENAY/COMOX	CFCPFM	Rock	6a - 8p			2022-02-28	2022-03-31				
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 8p			2022-02-28	2022-03-31				
DUNCAN	CJSUFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
POWEL RIVER	CFPWFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 8p			2022-02-28	2022-03-31				
PORT HARDY	CFNIAM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
CENTRAL INTERIOR											
				NR							NR
KELOWNA	CKLZFM	Rock	6a - 8p			2022-02-28	2022-03-31	28	5	**140**	
KELOWNA	CKQQFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31	28	5	**140**	
KELOWNA	CKOV		6a - 8p			2021-08-12	2021-08-14	28	5	**140**	
KAMLOOPS	CIFMFM	Rock	6a - 8p			2022-02-28	2022-03-31	28	5	**140**	

				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
KAMLOOPS	CKBZFM	Adult Contemporary	6a - 8p	NR		2022-02-28	2022-03-31	28	5	140	NR
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a - 8p			2022-02-28	2022-03-31	28	5	140	
BARRIERE	CHLWFM	Rock	6a - 8p			2022-02-28	2022-03-31	28	5	140	
MERRITT	CKMQ	AC	6a - 8p			2022-02-28	2022-03-31	28	5	140	
CENTRAL INTERIOR					$157.25	2022-02-28	2022-03-31	28	5	140	$22,015.00
KELOWNA	CHSU	Hot AC	6a - 8p	NR		2022-02-28	2022-03-31				NR
KELOWNA	CILK	AC	6a - 8p			2022-02-28	2022-03-31				
KELOWNA	CKFR	Newstalk	6a - 8p			2022-02-28	2022-03-31				
KELOWNA	CKKO	Rock	6a - 8p			2022-02-28	2022-03-31				
KAMLOOPS	CKRV	Contemporary Hit	6a - 8p			2022-02-28	2022-03-31				
KAMLOOPS	CJKC	Country	6a - 8p			2022-02-28	2022-03-31				
KAMLOOPS	CHNL	News Talk	6a - 8p			2022-02-28	2022-03-31				
VERNON	CICF	Hot AC	6a - 8p			2022-02-28	2022-03-31				
SOUTH OKANAGAN NETWORK					$102.85	2022-02-28	2022-03-31	28	5	140	$14,399.00
PENTICTON	CIGV	Country	6a - 8p	NR		2022-02-28	2022-03-31				NR
PENTICTON	CJMG	Hot AC	6a - 8p			2022-02-28	2022-03-31				
PENTICTON	CKOR	AC	6a - 8p			2022-02-28	2022-03-31				
SUMMERLAND	CHOR	AC	6a - 8p			2022-02-28	2022-03-31				
OSOYOOS/OLIVER	CJOR	AC	6a - 8p			2022-02-28	2022-03-31				
COLUMBIA SHUSWAP NETWORK					$56.10	2022-02-28	2022-03-31	28	5	140	$7,854.00
SALMON ARM	CKXR	AC	6a - 8p	NR		2022-02-28	2022-03-31				NR
REVELSTOKE	CKCR	AC	6a - 8p			2022-02-28	2022-03-31				
GOLDEN	CKGR	AC	6a - 8p			2022-02-28	2022-03-31				
NORTHERN INTERIOR											
PRINCE GEORGE	CKDVFM	Classic Hits	6a - 8p	NR		2022-02-28	2022-03-31	28	5	140	NR
PRINCE GEORGE	CKKNFM	Hot AC	6a - 8p			2022-02-28	2022-03-31	28	5	140	
MACKENZIE	CHMMFM		6a - 8p			2022-02-28	2022-03-31	28	5	140	
CCI NETWORK					$217.50	2022-02-28	2022-03-31	28	5	140	$30,450.00
PRINCE GEORGE	CJCIFM	Country	6a - 8p	NR		2022-02-28	2022-03-31				NR
PRINCE GEORGE	CIRXFM	Rock	6a - 8p			2022-02-28	2022-03-31				
VANDERHOOF	CIRXFM1	Rock	6a - 8p			2022-02-28	2022-03-31				
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
QUESNEL	CKCQFM	Country	6a - 8p			2022-02-28	2022-03-31				
QUESNEL	CFFM2	Rock	6a - 8p			2022-02-28	2022-03-31				
WILLIAMS LAKE	CKWLM	Country	6a - 8p			2022-02-28	2022-03-31				
WILLIAMS LAKE	CFFM	Rock	6a - 8p			2022-02-28	2022-03-31				
100 MILE HOUSE	CKBX	Country	6a - 8p			2022-02-28	2022-03-31				
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a - 8p			2022-02-28	2022-03-31	28	5	140	
NORTH-WEST NETWORK					$86.70	2022-02-28	2022-03-31	28	5	140	$12,138.00
TERRACE	CJFW	Country	6a - 8p	NR		2022-02-28	2022-03-31				NR
TERRACE	CFTK	AC	6a - 8p			2022-02-28	2022-03-31				
PRINCE RUPERT	CHTK	AC	6a - 8p			2022-02-28	2022-03-31				
KITIMAT	CKTK	AC	6a - 8p			2022-02-28	2022-03-31				
PEACE NETWORK	CHETFM	Classic Rock	6a - 8p			2022-02-28	2022-03-31	28	5	140	
FORT ST. JOHN	CKFUFM		6a - 8p			2022-02-28	2022-03-31	28	5	140	
NORTH-EAST NETWORK					$130.05	2022-02-28	2022-03-31	28	5	140	$18,207.00
DAWSON CR./TUMBLER R.	CJDC	Country	6a - 8p	NR		2022-02-28	2022-03-31				NR

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL TOTAL NET
FORT ST. JOHN	CKNL	AOR/Mainstream Rock	6a - 8p	NR		2022-02-28	2022-03-31				NR
FORT ST. JOHN	CHRX	Hot AC	6a - 8p			2022-02-28	2022-03-31				
FORT NELSON	CKRX	AOR/Mainstream Rock	6a - 8p			2022-02-28	2022-03-31				
MOUNTAIN-FM NETWORK					$84.50	2022-02-28	2022-03-31	28	5	140	$11,830.00
CASTLEGAR	CKQRFM	Rock	6a - 8p	NR		2022-02-28	2022-03-31				NR
NELSON	CHNVFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
GRAND FORK	CKGFFM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
CRESTON	CKCV-FM	Classic Hits	6a - 8p			2022-02-28	2022-03-31				
EK RADIO NETWORK					$127.50	2022-02-28	2022-03-31	28	5	140	$17,850.00
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a - 8p	NR		2022-02-28	2022-03-31				NR
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a - 8p			2022-02-28	2022-03-31				
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a - 8p			2022-02-28	2022-03-31				
SOUTH-EAST NETWORK					$68.00	2022-02-28	2022-03-31	28	5	140	$9,520.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC	6a - 8p	NR		2022-02-28	2022-03-31				NR
NELSON/TRAIL	CKKC	AC	6a - 8p			2022-02-28	2022-03-31				
											$433,424.00

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,675.00
		TOTAL	$437,099.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn LeSueur — **Date:** 2022-02-25

Approved by Expense Authority (GCPE or Ministry) Signature / Print Name/Sage Aaron — **Date:** 2022-02-25

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 24, 2022
CAMPAIGN NAME:	COVID-19 Extension March // Kids Vaccine	**APO #:**	**A4720**
MEDIUM:	English Print	**CPC #:**	381219-22-GCPE100
FLIGHT DATES:	February 28 - March 31, 2022 (5 Weeks)	**VERSION:**	R1
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	**1/3 pg, Vertical**	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	**Removed Community Papers**		

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930	NR			4C	NR	5	NR
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		5	
Victoria Times Colonist (Subscribers) *MODULAR	40,028	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		5	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955	NR			4C		5	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		5	
														TOTAL NET COST		$56,722.50

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,155.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$57,877.50**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: _____ **Date:** 2022-02-25

Signature/Print Name: Kathryn LeSueur

Approved by Expense Authority:
(GCPE or Ministry) _____ **Date:** 2022-02-25

Signature/Print Name: Sage Aaron

STOB:

GCPE 67	☑
MINISTRY 67	☐
MINISTRY 68	☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	C19 Extensions - March // Kids Vaccine	**APO #:**	**A4721**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE101
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	3	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		3	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		3	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		3	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		3	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		3	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		3	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		3	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		3	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		3	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		3	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		3	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		3	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		3	
							Total Ad Cost	**$48,534.33**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 23, 2022
CAMPAIGN NAME:	C19 Extensions - March // Kids Vaccine	**APO #:**	**A4721**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE101
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	Original
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,365.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$49,899.33**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2022-02-25

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Sage Aaron
Date: 2022-02-25

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 24, 2022
CAMPAIGN NAME:	COVID-19 Extension March // Get Boosted	**APO #:**	**A4722**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE98
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	R2
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:	Revised Dates	**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	3	
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		3	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		3	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		3	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		3	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		3	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		3	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		3	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		3	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		3	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		3	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		3	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		3	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		3	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		3	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		3	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		3	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		3	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		3	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		3	
							Total Ad Cost	**$48,534.33**

2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	February 24, 2022
CAMPAIGN NAME:	COVID-19 Extension March // Get Boosted	**APO #:**	**A4722**
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-22-GCPE98
FLIGHT DATES:	February 28 - March 31, 2022	**VERSION:**	R2
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:	Revised Dates	**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Ad Size (in)	Colour	Net Cost Per Ad	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	**$1,365.00**

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL **$49,899.33**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: **Date:** **2022-02-25**

Signature/Print Name: **Kathryn LeSueur**

Approved by Expense Authority:
(GCPE or Ministry) **Date:** **2022-02-25**

Signature/Print Name: **Sage Aaron**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER

IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	April 7, 2022
CAMPAIGN NAME:	COVID-19 Phase VIII // Flight 1 - English Radio	**APD #:**	A4809
MEDIUM:	English Radio	**CPC #:**	381219-23-GCPE02
FLIGHT DATES:	April 11 - May 1, 2022 / May 9 - 29, 2022	**VERSION:**	R3
TARGET AUDIENCE:	A25-54	**MEDIA BUYER:**	Brittany Dame
UNIT:	30s	**CONTRACT #:**	C21GCPE001
REVISION COMMENT:	Reduced number of spots		

SECTION 1 (edit column titles according to media type) AD COSTING

						2022-04-04	2022-06-05		6		
				TOTAL:		WEEK 1 SUMMARY				TOTAL:	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWER MAINLAND / WHISTLER											
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	NR		2022-04-04	2022-06-05	150	6	900	NR
SURREY	CISFFM					2022-04-04	2022-06-05	26	6	156	
CHILLIWACK	CHWKFM					2022-04-04	2022-06-05	26	6	156	
CHILLIWACK	CKSRFM					2022-04-04	2022-06-05	26	6	156	
ABBOTSFORD	CKQCFM					2022-04-04	2022-06-05	26	6	156	
SQUAMISH / WHISTLER	CISQFM					2022-04-04	2022-06-05	26	6	156	
WHISTLER	CKEEFM					2022-04-04	2022-06-05	26	6	156	
ISLAND											
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan			2022-04-04	2022-06-05	125	6	750	
TOFINO	CHMZFM		6a - 8p			2022-04-04	2022-06-05	26	6	156	
UCLUELET	CIMMFM		6a - 8p			2022-04-04	2022-06-05	26	6	156	
COURTENAY/COMOX	CKKC		6a - 8p			2022-04-04	2022-06-05	26	6	156	
ISLAND						2022-04-04	2022-06-05				
NANAIMO	CHWFFM	Rock	6a - 8p			2022-04-04	2022-06-05				
NANAIMO	CKWVFM	Hot AC	6a - 8p			2022-04-04	2022-06-05				
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 8p			2022-04-04	2022-06-05				
PARKSVILLE	CHPQFM	Standards/Gold	6a - 8p			2022-04-04	2022-06-05				
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 8p			2022-04-04	2022-06-05				
COURTENAY/COMOX	CFCPFM	Rock	6a - 8p			2022-04-04	2022-06-05				
CAMPBELL RIVER	CIQCFM	Hot AC	6a - 8p			2022-04-04	2022-06-05				
DUNCAN	CJSUFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
POWEL RIVER	CFPWFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 8p			2022-04-04	2022-06-05				
PORT HARDY	CFNIAM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a - 8p			2022-04-04	2022-06-05	26	6	156	
KELOWNA	CKQQFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05	26	6	156	
KELOWNA	CKOV		6a - 8p			2021-08-12	2021-08-14	26	6	156	
KAMLOOPS	CIFMFM	Rock	6a - 8p			2022-04-04	2022-06-05	26	6	156	

				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKLY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
KAMLOOPS	CKBZFM	Adult Contemporary	6a - 8p		NR	2022-04-04	2022-06-05	26	6	156	NR
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a - 8p			2022-04-04	2022-06-05	26	6	156	
BARRIERE	CHLWFM	Rock	6a - 8p			2022-04-04	2022-06-05	26	6	156	
MERRITT	CKMQ	AC	6a - 8p			2022-04-04	2022-06-05	26	6	156	
KELOWNA	CHSU	Hot AC	6a - 8p			2022-04-04	2022-06-05				
KELOWNA	CILK	AC	6a - 8p			2022-04-04	2022-06-05				
KELOWNA	CKFR	Newstalk	6a - 8p			2022-04-04	2022-06-05				
KELOWNA	CKKQ	Rock	6a - 8p			2022-04-04	2022-06-05				
KAMLOOPS	CKRV	Contemporary Hit	6a - 8p			2022-04-04	2022-06-05				
KAMLOOPS	CJKC	Country	6a - 8p			2022-04-04	2022-06-05				
KAMLOOPS	CHNL	News Talk	6a - 8p			2022-04-04	2022-06-05				
VERNON	CICF	Hot AC	6a - 8p			2022-04-04	2022-06-05				
PENTICTON	CIGV	Country	6a - 8p			2022-04-04	2022-06-05				
PENTICTON	CJMG	Hot AC	6a - 8p			2022-04-04	2022-06-05				
PENTICTON	CKOR	AC	6a - 8p			2022-04-04	2022-06-05				
SUMMERLAND	CHOR	AC	6a - 8p			2022-04-04	2022-06-05				
OSOYOOS/OLIVER	CJOR	AC	6a - 8p			2022-04-04	2022-06-05				
SALMON ARM	CKXR	AC	6a - 8p			2022-04-04	2022-06-05				
REVELSTOKE	CKCR	AC	6a - 8p			2022-04-04	2022-06-05				
GOLDEN	CKGR	AC	6a - 8p			2022-04-04	2022-06-05				
PRINCE GEORGE	CKDVFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05	26	6	156	
PRINCE GEORGE	CKKNFM	Hot AC	6a - 8p			2022-04-04	2022-06-05	26	6	156	
MACKENZIE	CHMMFM		6a - 8p			2022-04-04	2022-06-05	26	6	156	
PRINCE GEORGE	CJCIFM	Country	6a - 8p			2022-04-04	2022-06-05				
PRINCE GEORGE	CIRXFM	Rock	6a - 8p			2022-04-04	2022-06-05				
VANDERHOOF	CIRXFM1	Rock	6a - 8p			2022-04-04	2022-06-05				
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
QUESNEL	CKCQFM	Country	6a - 8p			2022-04-04	2022-06-05				
QUESNEL	CFFM2	Rock	6a - 8p			2022-04-04	2022-06-05				
WILLIAMS LAKE	CKWLM	Country	6a - 8p			2022-04-04	2022-06-05				
WILLIAMS LAKE	CFFM	Rock	6a - 8p			2022-04-04	2022-06-05				
100 MILE HOUSE	CKBX	Country	6a - 8p			2022-04-04	2022-06-05				
TERRACE	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a - 8p			2022-04-04	2022-06-05	26	6	156	
TERRACE	CJFW	Country	6a - 8p			2022-04-04	2022-06-05				
TERRACE	CFTK	AC	6a - 8p			2022-04-04	2022-06-05				
PRINCE RUPERT	CHTK	AC	6a - 8p			2022-04-04	2022-06-05				
KITIMAT	CKTK	AC	6a - 8p			2022-04-04	2022-06-05				
PEACE NETWORK	CHETFM	Classic Rock	6a - 8p			2022-04-04	2022-06-05	26	6	156	
FORT ST. JOHN	CKRUFM		6a - 8p			2022-04-04	2022-06-05	26	6	156	
DAWSON CR./TUMBLER R.	CJDC	Country	6a - 8p			2022-04-04	2022-06-05				

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL NET :30 CPP/SPOT	TOTAL NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY START DATE	END DATE	WKY GRP/Occ	WKS	TOTAL GRPs / Occ	TOTAL NET
FORT ST. JOHN	CKNL	AOR/Mainstream Rock	6a - 8p	NR		2022-04-04	2022-06-05				NR
FORT ST. JOHN	CHRX	Hot AC	6a - 8p			2022-04-04	2022-06-05				
FORT NELSON	CKRX	AOR/Mainstream Rock	6a - 8p			2022-04-04	2022-06-05				
CASTLEGAR	CKQRFM	Rock	6a - 8p			2022-04-04	2022-06-05				
NELSON	CHNVFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
GRAND FORK	CKGFFM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
CRESTON	CKCV-FM	Classic Hits	6a - 8p			2022-04-04	2022-06-05				
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a - 8p			2022-04-04	2022-06-05				
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a - 8p			2022-04-04	2022-06-05				
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a - 8p			2022-04-04	2022-06-05				
TRAIL/CASTLEGAR/CRESTON	CJAT	AC	6a - 8p			2022-04-04	2022-06-05				
NELSON/TRAIL	CKKC	AC	6a - 8p			2022-04-04	2022-06-05				

$470,379.60

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintance and reconciliation and creative trafficking

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $5,145.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

TOTAL $475,524.60

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature / Print Name / Kathryn LeSueur — Date: April 7/2022

Approved by Expense Authority (GCPE or Ministry): Signature / Print Name/ Sage Aaron — Date: April 7/2022

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #: GCPE
CAMPAIGN NAME: COVID-19 Phase VIII // Flight 1 - Booster & Kids Vaccine
MEDIUM: English Print
FLIGHT DATES: April 11 - June 5, 2022
TARGET AUDIENCE: A25-54
UNIT: 1/3 pg, Vertical
REVISION COMMENT: Update PG Citizen and the pub date for Times Chronicle

DATE: April 13, 2022
APO #: A4810
CPC #: 381219-23-GCPE01
VERSION: R3
MEDIA BUYER: Brittany Dame
CONTRACT #: C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Abbotsford News	33,533	TH	5.111	x	8.000	4	x	112	448	NR			4C	NR	6	NR
Agassiz - Harrison Observer	2,903	F	5.111	x	8.000	4	x	112	448				4C		6	
Aldergrove Star	6,479	F	5.111	x	8.000	4	x	112	448				4C		6	
Chilliwack Progress	28,088	F	5.111	x	8.000	4	x	112	448				4C		6	
Cloverdale Reporter	12,654	TH	5.111	x	8.000	4	x	112	448				4C		6	
Hope Standard	1,779	F	5.111	x	8.000	4	x	112	448				4C		6	
Langley Advance Times	28,667	TH	5.111	x	8.000	4	x	112	448				4C		6	
Maple Ridge/Pitt Meadows News	30,095	F	5.111	x	8.000	4	x	112	448				4C		6	
Mission Record	10,818	F	5.111	x	8.000	4	x	112	448				4C		6	
North Delta Reporter	12,795	TH	5.111	x	8.000	4	x	112	448				4C		6	
Peace Arch News (White Rock)	28,758	TH	5.111	x	8.000	4	x	112	448				4C		6	
Surrey Now Leader	66,073	TH	5.111	x	8.000	4	x	112	448				4C		6	
Alberni Valley News	9,262	W	5.111	x	8.000	4	x	112	448				4C		6	
Campbell River Mirror	16,793	W	5.111	x	8.000	4	x	112	448				4C		6	
Chemainus Valley Courier	3,569	TH	5.111	x	8.000	4	x	112	448				4C		6	
Comox Valley Record	21,712	W	5.111	x	8.000	4	x	112	448				4C		6	
Cowichan Valley Citizen (Duncan)	22,002	TH	5.111	x	8.000	4	x	112	448				4C		6	
Ladysmith Chronicle	3,926	TH	5.111	x	8.000	4	x	112	448				4C		6	
Lake Cowichan Gazette	337	TH	5.111	x	8.000	4	x	112	448				4C		6	
Nanaimo News Bulletin	31,369	W	5.111	x	8.000	4	x	112	448				4C		6	
North Island Gazette	765	W	5.111	x	8.000	4	x	112	448				4C		6	
Parksville Qualicum News	16,452	W	5.111	x	8.000	4	x	112	448				4C		6	
Tofino/Ucluelet Westerly News	719	W	5.111	x	8.000	4	x	112	448				4C		6	
Goldstream News Gazette	18,242	W	5.111	x	8.000	4	x	112	448				4C		6	
Oak Bay News	5,980	TH	5.111	x	8.000	4	x	112	448				4C		6	
Peninsula News Review	14,466	TH	5.111	x	8.000	4	x	112	448				4C		6	
Saanich News	30,654	W	5.111	x	8.000	4	x	112	448				4C		6	
Victoria News	25,476	TH	5.111	x	8.000	4	x	112	448				4C		6	
Sooke News Mirror	6,825	TH	5.111	x	8.000	4	x	112	448				4C		6	
100 Mile House Free Press	1,294	TH	5.111	x	8.000	4	x	112	448				4C		6	
Bella Coola Coast Mountain News	226	E/O TH	5.111	x	8.000	4	x	112	448				4C		6	
Burns Lake District News	927	W	5.111	x	8.000	4	x	112	448				4C		6	
Fort St. James Caledonia Courier	391	TH	5.111	x	8.000	4	x	112	448				4C		6	
Houston Today	575	W	5.111	x	8.000	4	x	112	448				4C		6	
Kitimat Northern Connector	3,818	TH	5.111	x	8.000	4	x	112	448				4C		6	
Prince Rupert Northern View	3,850	TH	5.111	x	8.000	4	x	112	448				4C		6	
Quesnel Cariboo Observer	967	W	5.111	x	8.000	4	x	112	448				4C		6	
Smithers Interior News	2,013	TH	5.111	x	8.000	4	x	112	448				4C		6	
Terrace Standard	8,118	TH	5.111	x	8.000	4	x	112	448				4C		6	
Vanderhoof Omineca Express	733	TH	5.111	x	8.000	4	x	112	448				4C		6	
Stuart Nechako Advertiser (Vanderhoof)	3,033	TH	5.111	x	8.000	4	x	112	448				4C		6	
Williams Lake Tribune	9,068	TH	5.111	x	8.000	4	x	112	448				4C		6	
Ashcroft Cache Creek Journal	555	TH	5.111	x	8.000	4	x	112	448				4C		6	
Barriere North Thompson Journal	627	TH	5.111	x	8.000	4	x	112	448				4C		6	
Castlegar News	6,684	TH	5.111	x	8.000	4	x	112	448				4C		6	
Clearwater North Thompson Times	686	TH	5.111	x	8.000	4	x	112	448				4C		6	
Cranbrook Townsman	1,337	TU	5.111	x	8.000	4	x	112	448				4C		6	
Creston Valley Advance	2,040	TH	5.111	x	8.000	4	x	112	448				4C		6	
Kootenay News Advertiser (Cranbook & Kimberley)	15,223	TH	5.111	x	8.000	4	x	112	448				4C		6	
Fernie Free Press	5,900	TH	5.111	x	8.000	4	x	112	448				4C		6	
Golden Star	1,183	TH	5.111	x	8.000	4	x	112	448				4C		6	
Grand Forks Gazette	2,106	W	5.111	x	8.000	4	x	112	448				4C		6	
Greenwood Boundary Creek Times	317	TH	5.111	x	8.000	4	x	112	448				4C		6	

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)			Ad Size (Col x Lines)			TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Columbia Valley Pioneer	4,400	TH	5.070	x	9.000	3	x	126	378	NR			4C	NR	6	NR
Kelowna Capital News	33,801	TH	5.111	x	8.000	4	x	112	448				4C		6	
Keremeos Review	430	TH	5.111	x	8.000	4	x	112	448				4C		6	
Kimberley Bulletin	772	TU	5.111	x	8.000	4	x	112	448				4C		6	
Nakusp Arrow Lakes News	381	TH	5.111	x	8.000	4	x	112	448				4C		6	
Nelson Star	8,501	TH	5.111	x	8.000	4	x	112	448				4C		6	
Penticton Western News	22,143	W	5.111	x	8.000	4	x	112	448				4C		6	
Princeton Similkameen Spotlight	697	TH	5.111	x	8.000	4	x	112	448				4C		6	
Revelstoke Times Review	950	TH	5.111	x	8.000	4	x	112	448				4C		6	
Rossland News	1,200	TH	5.111	x	8.000	4	x	112	448				4C		6	
Lakeshore Shuswap Market News	11,671	F	5.111	x	8.000	4	x	112	448				4C		6	
Salmon Arm Observer	1,506	W	5.111	x	8.000	4	x	112	448				4C		6	
Sicamous Eagle Valley News	294	TH	5.111	x	8.000	4	x	112	448				4C		6	
Summerland Review	896	TH	5.111	x	8.000	4	x	112	448				4C		6	
Trail Daily Times	2,005	TU/TH	5.111	x	8.000	4	x	112	448				4C		6	
Vernon Morning Star	26,473	TH	5.111	x	8.000	4	x	112	448				4C		6	
West Kelowna News	10,593	W	5.111	x	8.000	4	x	112	448				4C		6	
West Kootenay Advertiser	26,529	TH	5.111	x	8.000	4	x	112	448				4C		6	
Winfield Lake Country Calendar	3,589	TH	5.111	x	8.000	4	x	112	448				4C		6	
Gulf Islands Driftwood	4,716	W	5.080	x	9.000	5	x	126	630				4C		6	
Kamloops This Week	30,417	W	4.875	x	8.000	4	x	112	448				4C		6	
Merritt Herald	5,300	TH	4.875	x	8.000	4	x	112	448				4C		6	
Times Chronicle - Oliver & Osoyoos	2,000	W	5.080	x	8.214	3	x	115	345				4C		6	
Burnaby Now	44,165	TH	6.528	x	10.000	4	x	140	560				4C		6	
New Westminster Record	16,946	TH	6.528	x	10.000	4	x	140	560				4C		6	
Tri City News	52,000	TH	6.528	x	10.000	4	x	140	560				4C		6	
Delta Optimist	17,000	TH	6.528	x	10.000	4	x	140	560				4C		6	
North Shore News	60,000	W	6.528	x	10.000	4	x	140	560				4C		6	
Richmond News	46,464	TH	6.528	x	10.000	4	x	140	560				4C		6	
Vancouver Is Awesome	111,200	TH	6.528	x	10.000	4	x	140	560				4C		6	
Bowen Island Undercurrent	1,100	TH	6.528	x	10.000	4	x	140	560				4C		6	
Bridge River Lillooet News	1,200	W	6.528	x	10.000	4	x	140	560				4C		6	
Coast Reporter - Sunshine Coast *MODULAR	11,670	FR	6.440	x	10.000	4	x	140	560				4C		6	
Peak Midweek	6,800	W	6.778	x	10.000	4	x	140	560				4C		6	
Powell River Peak	3,000	FR	6.778	x	10.000	4	x	140	560				4C		6	
Squamish Chief	8,000	TH	4.850	x	6.643	3	x	93	279				4C		6	
Pique Newsmagazine *MODULAR	12,500	TH	4.48	x	9.357	2	x	131	262				4C		6	
Kelowna Daily Courier	8,275	Tu - Fri	5.167	x	13.286	5	x	186	930				4C		6	
Westside Weekly	11,523	W	5.167	x	13.286	5	x	186	930				4C		6	
Lumby Valley Times	2,200	FR	5.075	x	8.143	3	x	114	342				4C		6	
Northern Horizon	16,500	E/O FR	6.247	x	6.286	4	x	88	352				4C		4	
Okanagan Advertiser	5,000	TH	5.5	x	6.000	4	x	84	336				4C		6	
Peachland View	3,200	FR	6.83	x	10.000	4	x	140	560				4C		6	
Penticton Herald	4,555	Tu - Fr	5.167	x	13.286	5	x	186	930				4C		6	
Gabriola Sounder	2,800	W	5	x	13.286	3	x	186	558				4C		6	
Victoria Times Colonist (Subscribers) *MODULAR	40,028	Tu - Su	6.23	x	13.550	3	x	5 rows	SEE VTC RATES TAB FOR SIZING				4C		6	
Dawson Creek Mirror	9,365	TH	4.6544	x	8.36	5	x	117	585	NR			4C		6	
Fort Nelson News	2,300	W	7.686	x	9.36	6	x	131	786				4C		6	
Fort St. John Alaska Highway News - TMC	10,391	TH	6.847	x	10.000	7	x	140	980				4C		6	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	12.000	3	x	168	504				4C		5	
Prince George Citizen *MODULAR	17,500	TH	4.854	x	6.000	3	x	84	252				4C		1	
Rocky Mountain Valley Goat	750	TH	6.778	x	10.000	4	x	140	560				4C		6	
Vancouver Sun (Fixed MOD Sizes)	114,452		5.095	x	13.643	5	x	191	955				4C		6	
The Province (Fixed MOD Sizes)	88,100		5.095	x	7.571	5	x	106	530				4C		6	
The Georgia Straight		TH	4.5		6.390										6	
														TOTAL NET COST		$818,362.00

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

Total Agency Fees $5,356.00

TOTAL $523,707.00

APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 14-Apr-22

Approved by Expense Authority:
(GCPE or Ministry)

Signature/Print Name: SAGE AARON

Date: APRIL 14, 2022

STOB:

GCPE 67 ☑

MINISTRY 67 ☐

MINISTRY 68 ☐

STOB 68 BILLING TO: Email Ministry Billing Contact

BILLING CONTACT:

EMAIL:

STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

BRITISH COLUMBIA

2022/23 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	2022-04-19
CAMPAIGN NAME:	C19 April-May (Phase 8 Flight 1)	APO #:	A4814
FLIGHT DATES:	April 20 - June 5, 2022	VERSION:	Original
TARGET AUDIENCE:	BC, 18+	MEDIA BUYER:	Dana Gabat
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Creative	# of Weeks	Total Imp.	Total Net Cost
			NR			NR	
FBIG	April 20 - June 5, 2022	In-feed / Stories		Booster	8		
	April 20 - June 5, 2022	In-feed / Stories		Kids Vaccine	8		
Twitter	April 20 - June 5, 2022	Website Cards		Booster	8		
	April 20 - June 5, 2022	Website Cards		Kids Vaccine	8		
Snapchat	April 20 - June 5, 2022	Video Ads		Booster	8		
TikTok	April 20 - June 5, 2022	Video Ads		Booster / Kids Vaccine	8		
YouTube	April 20 - June 5, 2022	:15s video		Booster	8		
	April 20 - June 5, 2022	:15s video		Kids Vaccine	8		
Twitch	April 20 - June 5, 2022	:15s video		Booster	8		
MiQ	April 20 - June 5, 2022	Standard Display		Booster	8		
	April 20 - June 5, 2022	:15s Video		Booster	8		
	April 20 - June 5, 2022	Standard Display		Kids Vaccine	8		
	April 20 - June 5, 2022	:15s Video		Kids Vaccine	8		
Pinterest	April 20 - June 5, 2022	Promoted Pins		Booster	8		
Spotify	April 20 - June 5, 2022	:30s audio		Booster	8		
WMG	April 20 - June 5, 2022	:30s audio		Booster	8		
						Total Ad Cost	$490,000.00

BRITISH COLUMBIA

2022/23 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	2022-04-19
CAMPAIGN NAME:	C19 April-May (Phase 8 Flight 1)	APO #:	A4814
FLIGHT DATES:	April 20 - June 5, 2022	VERSION:	Original
TARGET AUDIENCE:	BC, 18+	MEDIA BUYER:	Dana Gabat
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	# of HOURS	Total AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			

Total Agency Fees $19,950.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL $509,950.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2022-04-21

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Sage Aaron
Date: 2022-04-21

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01

BRITISH COLUMBIA

2022/23 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GPCE	DATE:	2022-04-19
CAMPAIGN NAME:	C19 Search (Phase 8 - Flight 1)	APO #:	A4815
FLIGHT DATES:	April 20 - June 5, 2022	VERSION:	Original
TARGET AUDIENCE:	BC, 18+	MEDIA BUYER:	Dana Gabat
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Flight Date(s)	Ad Size	CPM	Creative	# of Weeks	Total Imp.	Total Net Cost
Google	April 20 - June 5, 2022	RSA	NA	Health & Safety	8	NA	NR
Google	April 20 - June 5, 2022	RSA	NA	Get Vaccinated	8	NA	
						Total Ad Cost	$16,000.00

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager (day to day contact)	NR		
Account Manager (alternate)			
Accounting/Administration Support			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$3,780.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL $19,780.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: Kathryn LeSueur
Date: 2022-04-21

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: Sage Aaron
Date: 2022-04-21

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 69 ☐

STOB 69 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Revised 21-04-01

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	April 19, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	**APO #:**	A4816
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	381219-23-GCPE2303
FLIGHT DATES:	April 25 - May 29, 2022	**VERSION:**	R1
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

Region	Publication	Ad Size (in) (Width x Height)			Colour	Net Cost Per Ad	Insertions	Total Cost
CHINESE NEWSPAPERS								
Lower Mainland	MING PAO (Cantonese, Traditional) Weekday	8.27"	x	13.622"	4C	NR	4	NR
Lower Mainland	MING PAO (Cantonese, Traditional) Weekend	8.27"	x	13.622"	4C		4	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekday	8.66"	x	14.173"	4C		4	
Lower Mainland	SING TAO (Cantonese; Traditional) Weekend	8.66"	x	14.173"	4C		4	
Lower Mainland	DAWA BUSINESS PRESS (Cantonese; Traditional)	8.66"	x	13.386"	4C		4	
CHINESE NEWSPAPERS - SIMPLIFIED								
Lower Mainland	CANADIAN CITY POST	9.65"	x	6.18"	4C		4	
Lower Mainland	CANADIAN CHINESE EXPRESS	5"	x	10.945"	4C		4	
Lower Mainland	RISE WEEKLY	6.496"	x	9.764"	4C		4	
Lower Mainland	WEST CANADA WEEKLY	4.921"	x	12.795"	4C		4	
SOUTH ASIAN NEWSPAPERS - PUNJABI								
Lower Mainland	PUNJABI JOURNAL	5"	x	13"	4C		4	
Lower Mainland	PUNJABI TRIBUNE	5.125"	x	13.5"	4C		4	
Lower Mainland	PUNJAB GUARDIAN	5"	x	14.75"	4C		4	
Lower Mainland	CANADIAN PUNJAB TIMES	5.25"	x	16"	4C		4	
Lower Mainland	INDO-CANADIAN AWAAZ *Combo w/IndoCdn Voice)	5"	x	14.25"	4C		4	
Lower Mainland	SACH DI AWAAZ	5.193"	x	15.15"	4C		4	
Lower Mainland	PUNJABI STAR	5"	x	14.5"	4C		4	
Lower Mainland	THE PUNJAB LINK	5"	x	14"	4C		4	
Lower Mainland	Desh Pardes Times	5.5"	x	15.5"	4C		4	
SOUTH ASIAN NEWSPAPERS - ENGLISH								
Lower Mainland	ASIAN JOURNAL	5"	x	13"	4C		4	
Lower Mainland	INDO-CANADIAN VOICE *Combo w/IndoCdn Awaaz)	5"	x	14.25"	4C		4	
Lower Mainland	ASIAN STAR *On Own/Combo w/PUNJABI STAR	5"	x	14.5"	4C		4	
Lower Mainland	INDO-CANADIAN, THE LINK	5"	x	14"	4C		4	
Lower Mainland	South Asian Post	4.89"	x	14.5"	4C		4	
							Total Ad Cost	**$70,036.44**

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	April 19, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	**APO #:**	A4816
MEDIUM:	In-Language Newspaper(Junior Page/ Vertical Half Page / Island Page)	**CPC #:**	361219-23-GCPE2303
FLIGHT DATES:	April 25 - May 29, 2022	**VERSION:**	R1
TARGET AUDIENCE:	Chinese, South Asian	**MEDIA BUYER:**	Brittany Dame
REVISION COMMENT:		**CONTRACT #:**	C21GCPE001

SECTION 1 (edit column titles according to media type) AD COSTING

	Ad Size (in)	Colour	Net Cost	Insertions	Total Cost

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:

CLIENT SERVICE	RATE	HOURS	AMOUNT
Account Manager/Alternate	NR		
Accounting/Admin			
Media Director			
Media Planner			
Media Buyer			
Trafficking			
Additional Costs			
Subcontractor			
		Total Agency Fees	$1,575.00
		TOTAL	$71,611.44

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising: Signature/Print Name: Kathryn LeSueur — **Date:** 2022-04-21

Approved by Expense Authority: (GCPE or Ministry) Signature/Print Name: Sage Aaron — **Date:** 2022-04-21

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: *Ministry Branch Email Address*
BILLING CONTACT:
EMAIL:
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	April 21, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	APO #:	A4817
MEDIUM: In-Language Radio	In-Language Radio	CPC #:	381219-22-GCPE2304
FLIGHT DATES:	April 25 - May 29, 2022	VERSION:	R2
TARGET AUDIENCE:	Chinese and South Asian	MEDIA BUYER:	Brittany Dame
UNIT:	30s	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

Market(s)	Recommended Stations	Flight Date(s)	Net :30s CPP/Spot	Weekly Spots	Weekly Net Cost	# of Weeks	Total Net Cost
CHINESE			NR		NR		NR
CHINESE	**CHMB (Cantonese, Mandarin)**						
	Cantonese - MO-SA / 6A-7P	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		14		5	
	Mandarin - MO-SA / 7P-12A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		14		5	
CHINESE	**CJVB (Cantonese)**	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		14		5	
	CHKGFM (Mandarin)	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		14		5	
						Chinese Total	**$14,637.00**

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	April 21, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	APO #:	A4817
MEDIUM: In-Language Radio	In-Language Radio	CPC #:	381219-22-GCPE2304
FLIGHT DATES:	April 25 - May 29, 2022	VERSION:	R2
TARGET AUDIENCE:	Chinese and South Asian	MEDIA BUYER:	Brittany Damé
UNIT:	30s	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s		Total
PUNJABI			NR	NR	NR
SOUTH ASIAN (Punjabi)	SPICE AM1200				
	MON - SAT BREAKFAST / 6A-10A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5
	Radio Rim Jhim				
	MON - SAT BREAKFAST / 6A-10A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5
	MON - SAT AFTERNOON DRIVE / 3P-7P	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5
SOUTH ASIAN (Punjabi)	RED FM (CKYE)				
	MON - SUN BREAKFAST / 7A-11A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5
	MON - SUN AFTERNOON DRIVE / 2P-8P	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29		7	5

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	April 21, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	APO #:	A4817
MEDIUM: In-Language Radio	In-Language Radio	CPC #:	381219-22-GCPE2304
FLIGHT DATES:	April 25 - May 29, 2022	VERSION:	R2
TARGET AUDIENCE:	Chinese and South Asian	MEDIA BUYER:	Brittany Dame
UNIT:	30s	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

			Net :30s		Total	
SOUTH ASIAN (Punjabi)	CJCN FM - Connect FM91.5		NR	NR		NR
	MON - SUN BREAKFAST / 7A-10A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29	7		5	
	MON - SUN AFTERNOON DRIVE / 3P-8P	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29	7		5	
SOUTH ASIAN (Punjabi)	Sher-e-Punjab AM600					
	MON - SUN ROTATIONAL / 6A-12A	Mon Apr 25 - Sun May 1 Mon May 2 - Sun May 8 Mon May 9 - Sun May 15 Mon May 16 - Sun May 22 Mon May 23 - Sun May 29	14		5	

Punjabi Total	$21,224.00
Total Ad Cost	$35,661.00

BRITISH COLUMBIA

2022/23 TRADITIONAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	DATE:	April 21, 2022
CAMPAIGN NAME:	Covid-19 Phase VIII - Flight 1	APO #:	A4817
MEDIUM: In-Language Radio	In-Language Radio	CPC #:	381219-22-GCPE2304
FLIGHT DATES:	April 25 - May 29, 2022	VERSION:	R2
TARGET AUDIENCE:	Chinese and South Asian	MEDIA BUYER:	Brittany Dame
UNIT:	30s	CONTRACT #:	C21GCPE001
REVISION COMMENT:			

SECTION 1 (edit column titles according to media type) AD COSTING

	Net :30s	Total

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
	Account Manager/Alternate	NR		
	Accounting/Admin			
	Media Director			
	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			

REVISIONS: this estimate allows for one round of minor

Total Agency Fees $1,470.00

TOTAL $37,331.00

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur Date: 2022-04-21

Approved by Expense Authority: (GCPE or Ministry)

Signature/Print Name: Sage Aaron Date: 2022-04-21

STOB:
GCPE 67
MINISTRY 67
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Revised 21-04-01

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	27-Apr-22
CAMPAIGN NAME:	C19 May - June (Phase 8 Flight 1)	**APO #:**	**A4823**
FLIGHT DATES:	May 4 - June 7, 2022	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

Site	Audience	Flight Date(s)	Ad Size	CPM	# of Weeks	Total Imp.	Total Net Cost
YouTube	Cantonese (Traditional Chinese)	Wed May 4 - Tue Jun 7	6s Video	NR	5	NR	
	Mandarin (Simplified Chinese)	Wed May 4 - Tue Jun 7	6s Video		5		
	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	6s Video		5		
Programmatic (Simplified Chinese Network Focused - iQiyi, Youku, Tudou, Sohu etc.)	Mandarin (Simplified Chinese)	Wed May 4 - Tue Jun 7	15s video		5		
Programmatic (Traditional Chinese and Punjabi)	Cantonese (Traditional Chinese)	Wed May 4 - Tue Jun 7	15s video		5		
	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	15s video		5		
Programmatic	Cantonese (Traditional Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
	Mandarin (Simplified Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	Standard Display		5		
Ming Pao APP	Cantonese (Traditional Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
SingTao Website	Cantonese (Traditional Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
vanpeople.com	Mandarin (Simplified Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
bcbay.com	Mandarin (Simplified Chinese)	Wed May 4 - Tue Jun 7	Standard Display		5		
Desibuzzbc.com	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	Standard Display		5		
The Times Group	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	Standard Display		5		
Darpanmagazine.com	Punjabi (South Asian)	Wed May 4 - Tue Jun 7	Standard Display		5		
						Total Ad Cost	**$66,830.00**

BRITISH COLUMBIA

2021/22 DIGITAL ADVERTISING PLACEMENT ORDER
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	GCPE	**DATE:**	27-Apr-22
CAMPAIGN NAME:	C19 May - June (Phase 8 Flight 1)	**APO #:**	**A4823**
FLIGHT DATES:	May 4 - June 7, 2022	**VERSION:**	Original
TARGET AUDIENCE:	In-language - Chinese, South Asian	**MEDIA BUYER:**	Captus
REVISION COMMENT:		**CONTRACT**	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

SECTION 2 - AGENCY FEES (per GSA Rates)

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	# of HOURS	AMOUNT
	Account Manager (day to day contact)	NR		
	Account Manager (alternate)			
	Accounting/Administration Support			
	Media Director			
	Media Planner			
	Media Buyer			
	Trafficking			
	Additional Costs			
	Subcontractor			$315.00

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

TOTAL **$67,145.00**

SECTION 3 - APPROVALS/BILLING

Approved by GCPE Marketing & Advertising:
Signature/Print Name: **Adrienne Watt**
Date: **2022-05-02**

Approved by Expense Authority:
(GCPE or Ministry)
Signature/Print Name: **Sage Aaron**
Date: **2022-05-02**

STOB:
GCPE 67 ☑
MINISTRY 67 ☐
MINISTRY 68 ☐

STOB 68 BILLING TO: ***Ministry Branch Email Address***
BILLING CONTACT:
EMAIL :
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. **Revised 21-04-01**