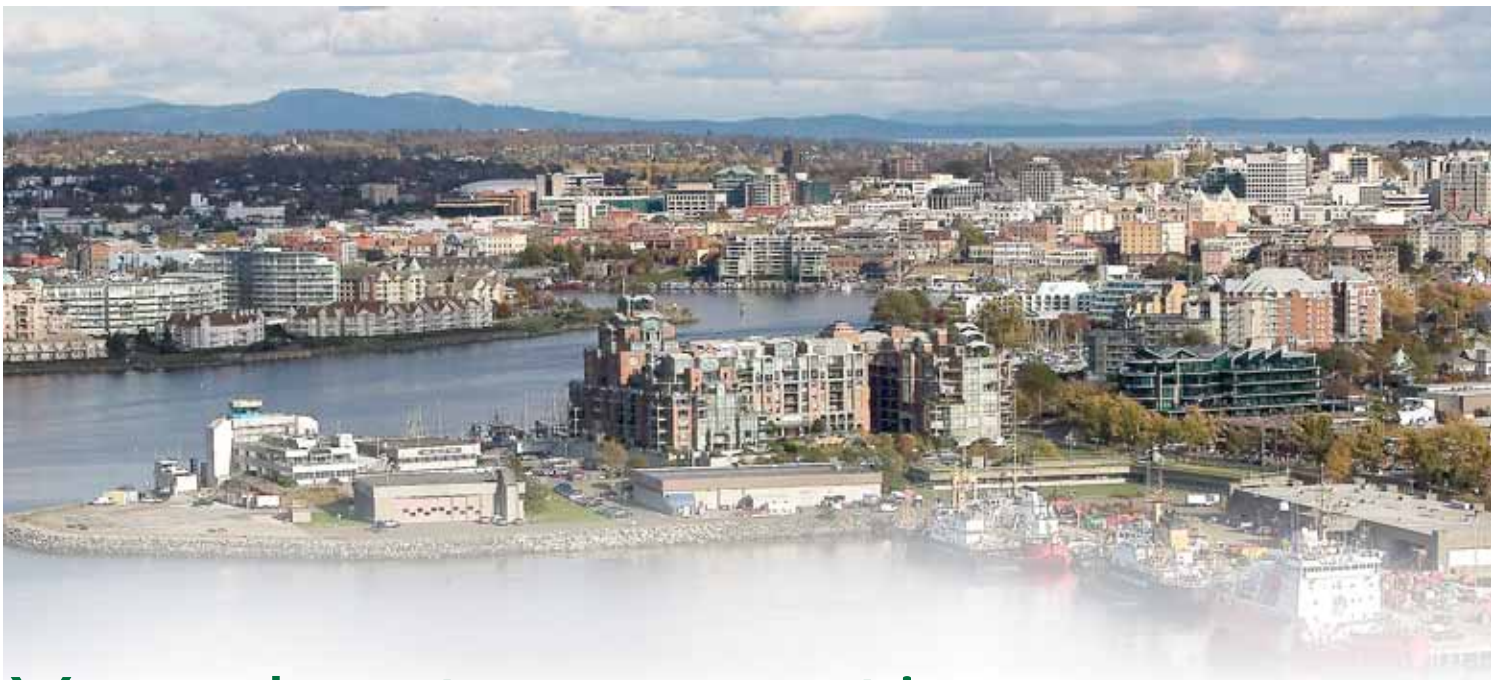




Newspaper advertiser's planbook

2011





Your best connection to the community

The world is changing fast, but some things remain constant. In a rapidly evolving media universe, the Times Colonist is your best connection to the community in Greater Victoria – by a long shot.

The newspaper is the dominant medium in the Capital Region, reaching a quarter of a million households every week in print, with a rapidly growing online readership. According to the most recent survey conducted by the Newspaper Audience Databank, the *Times Colonist* increased readership in print and online last year. We're estimating a total of 4.2 million unique visitors for 2011, which demonstrates the enduring appeal of our lively blend of local news and informed commentary.

Our website, www.timescolonist.com, offers a wide variety of opportunities to spotlight local content and advertisements, and we welcome a strong mix of local and regional visitors online. There are more changes in store, both in print and online, that will underscore our strong relationship with Victoria and Vancouver Island. That bond has been forged over more than a century and a half. The *Times Colonist* was founded by B.C.'s second premier, Amor De Cosmos, in 1858, making us Western Canada's oldest newspaper. Our



connections with the community stretch back almost that far.

The Christmas Fund has been delivering Christmas cheer to the needy for more than half a century, the TC 10K is the second largest run in the province, outstripped only by the Sun Run in Vancouver, and the Times Colonist Book Drive, has raised more than \$1 million for literacy projects in Victoria and on Vancouver Island.

In addition, last year we invested more than \$3.2 million in support of more than 120 events and organizations in Victoria. This commitment, undertaken with our advertisers and community partners, is a cornerstone of the *Times Colonist* mission statement.

This Advertiser's Planbook is designed to be both a planning tool and a resource guide for you. It is full of useful tips for creating your newspaper advertising and planning a budget, and it contains a month-by-month planning calendar. We've also included information about our features, special sections and online products.

We'd like to thank all of our current advertisers and welcome the new ones on board. We're confident you will be extremely satisfied with the results you achieve in the coming year with Victoria's No. 1 advertising medium.

Readership of the *Times Colonist*

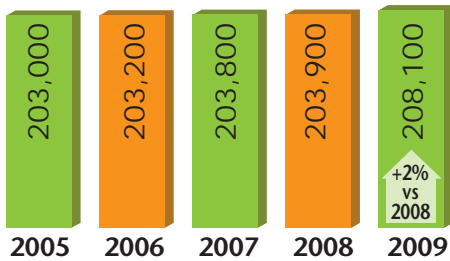
The *Times Colonist* has one of the highest readerships of metro dailies in Canada.

Every week, 72 per cent of the residents of Victoria read the *Times Colonist* at least once. An additional three per cent of the population reads it online only.

Times Colonist readership stands at more than 215,000 readers in a week, in both print and online media.

Each week readers consistently go to the Victoria *Times Colonist* for reliable news, entertainment and information

Victoria Times Colonist
7-day weekly cume Readership
(trend 2005-2009)



Source: NADbank 2005-2009. Base: Victoria adults 18+

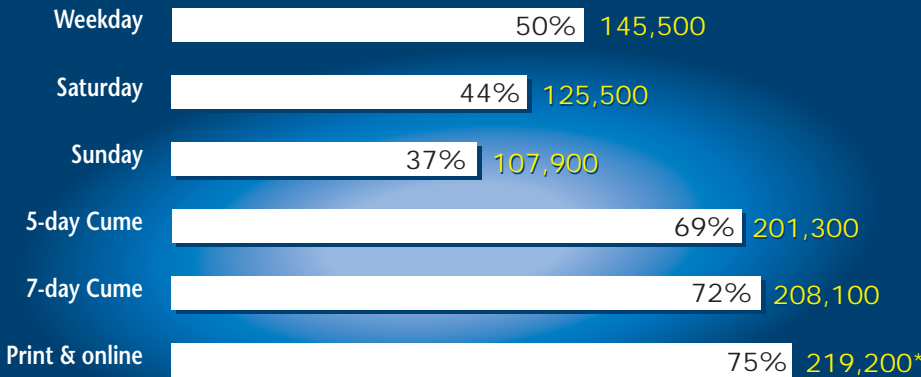
Reader Profile

Times Colonist readers mirror the demographics of the Victoria market

Demographic	Victoria adults 18+	<i>Times Colonist</i> readers
Male	48%	47%
Female	52%	53%
Average age (yrs)	48	50
18 - 34	28%	25%
35 - 49	26%	25%
50+	46%	50%
Own	73%	76%
Rent	24%	22%
Household income \$75K+	43%	42%
Personal income \$50K+	36%	36%

Source: NADbank 2009

Reaching more than 75% of Victoria every week

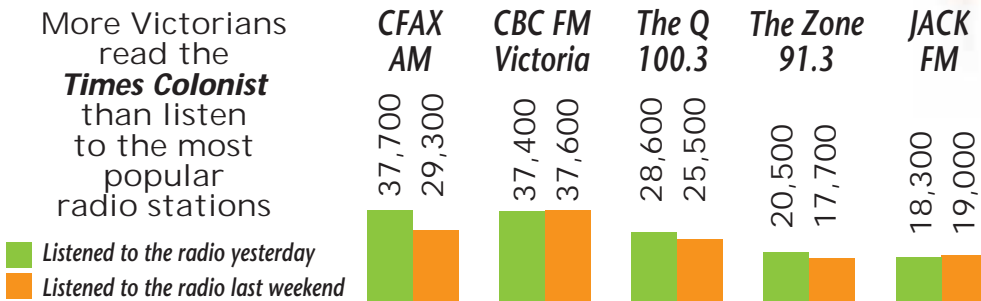


* Includes all adults who read print or online versions in past week

Source: NADbank 2009



More Victorians read the *Times Colonist* than listen to the most popular radio stations



Source: NADbank 2009. Base: 291,000 Victoria area adults 18+

Daily Features in the *Times Colonist*

Tuesday



Life

Ready to Wear

A weekly column about fashion and personal style

Helen Chestnut gardening column

Arts

10 Things

Ten edgy observations from music writer Mike Devlin about a pop culture event in the news

Behind the Screen

Michael D. Reid looks at the business of the movie business, including local profiles and productions now filming on the Island

Business

The Greenard Index

Weekly advice for the average investor

Wednesday

Life

In Our Backyard

Recipes, food tips and more from our food expert Eric Akis

Pleasures of the Table

Ruminations about the delights — and otherwise — of food by columnist Pam Freir

At Home

A guide to making your home the best it can be, with a focus on renovations and upgrades. Includes *Condo Smarts*, a strata advice column by Tony Gioventu



Arts

They Might Be Giants

A profile of a local mover and shaker in the music industry

Sports

On Fishing

D.C. Reid's weekly look at the Island from a fisherman's perspective

Thursday



Go

A section that spotlights upcoming events for the weekend including concert previews, capsule summaries of new movies, a full-page calendar of events, critics' picks for the weekend and a restaurant review

Sports

Names and Games

Who's doing what in high school and minor sports in Greater Victoria

Life

Helen Chesnut gardening column

Adventures With Ollie

The exploits of an opinionated, food-obsessed pug dog

Friday

Life

Island Lives

Remembering an Island resident who made a contribution to the community

Ask Rhona

Advice column

Arts

Movies

Reviews of the latest releases
Big Picture: Michael D. Reid on movies and movie stars

**Driving**

Automotive section with local reviews of new vehicles, a driver advice column and a roundup of activities for Island car clubs

TV Times

A weekly magazine of TV listings

Saturday

Travel

A section about local, national and international travel

Family 4-1-1

Advice for parents of young children, including a look at family-friendly events in the community

**Homes**

All you need to know about owning a home in Victoria, including beautiful properties on the South Island, a home improvement column by Mike Holmes, a household hints column by Reena Nerbas and a decorating column by Debbie Travis

Religion

Faith Chronicles

A calendar listing spiritual events in the community

Business

Now Hiring

A listing that brings employers and potential employees together

Arts

Backstage

What's happening on the arts and culture scene by pop-culture writer Adrian Chamberlain

Sunday



A section

Good Neighbours

A page about people in Victoria doing good things for the community

Life

Ask Eric

Food expert Eric Akis answers readers' questions about food and cooking

Around Town

Photographs of Victorians out and about in the city

Arts

On Art

A weekly column about the visual arts by painter Robert Amos

Comics

Four pages of colour comics

Monitor

Books pages

Reviews of the latest releases and profiles of local authors

Seven Days

A look back at the previous week through the eyes of *Times Colonist* photographers

If it happens here, the Times Colonist is part of it

The TC has deep roots supporting the arts, culture and sports events that define our city. In 2010, the *Times Colonist* will donate over \$2.5 million in funding or advertising space to over 120 community events or charity organizations in Victoria. We take our relationship and responsibility to the community seriously, which is why we are proud to assist groups like the United Way, Our Place, Queen Alexandra Foundation and Victoria Hospice, to name a few. The *Times Colonist* also partners with many of our local arts organizations such as Pacific Opera Victoria, Dance Victoria, and the Victoria Symphony to ensure the continued vibrancy of our local arts and cultural community. Our advertisers understand the value of linking to high-profile events such as the TC 10K, our national Raise-A-Reader program, our annual Book Drive and the TC Open Golf Tournament.

But our support goes even deeper. It also extends to smaller groups that rescue animals, organize sports, produce festivals, support seniors, promote local farmers and generally make Victoria one of the best places to live.

If you are associated with an organization or event in Victoria and would like to find out more about our sponsorship opportunities, please call Tanya Chassé at 250-380-5241 or email tchasse@timescolonist.com.

Print specifications

The *Times Colonist* uses a MAC platform and a complete PDF workflow.

- Submitted ad material must be Macintosh compatible. (QuarkXPress, InDesign, Illustrator, Photoshop, Multi-Ad Creator or PDF file)
- Ad material created in Microsoft products or Corel products will not be accepted.

PDF files created using Acrobat Distiller are the preferred file format. PDF files created in any other application are not recommended and are not reliable.

Artwork and photos must be saved as EPS files prior to creating a PDF file and all photos must have a minimum image size of 150 dpi.

Colour must be CMYK generated. Black and white ads must be created with black-and-white art and photos and saved as EPS files prior to creating a PDF file.

When creating a PDF file "All Fonts Embedded" must be selected in the print dialogue box. "Print Optimized" must be selected as the output choice.

For more information concerning the creation of PDF colour ads, (settings and delivery), please contact Kurt Kudor at 250-995-4424

Non PDF ads: Convert all colour files and documents to four-colour process (CMYK). Photoshop documents, colour or grayscale, must have a minimum image size of 150 dpi and be saved as an EPS file. Do not include Colour Profile, Screen, Transfer or DCS settings in Photoshop files.

Please compress and supply ALL files and fonts used in formats other than PDF.

The *Times Colonist* reserves the right to substitute (comparable) fonts should fonts not be supplied or where technical difficulties demand substitution.

Methods of file transfer

- **Times Colonist** FTP site:
Host: ftp.timescolonist.com
Username: general
Password: incoming
Default directory:
/General Incoming
(Note: case sensitive)

- Outside website

- Outside FTP site

- Email to advertising:

TCAdvertising@timescolonist.com

Please include name of agency or graphic artist/composer of the ad and the name of your *Times Colonist* sales representative in your email message.



Understanding newspaper language

Agate line

A unit of measure used in setting advertising space. One agate line is one column wide by 1/14 of an inch; 14 agate lines equal one linear column inch. The TC can provide you with a ruler that measures agate lines.

Column inch

A common unit of measure by newspapers, whereby ad space is purchased by the width, in columns, and the depth, in inches. For example, an ad

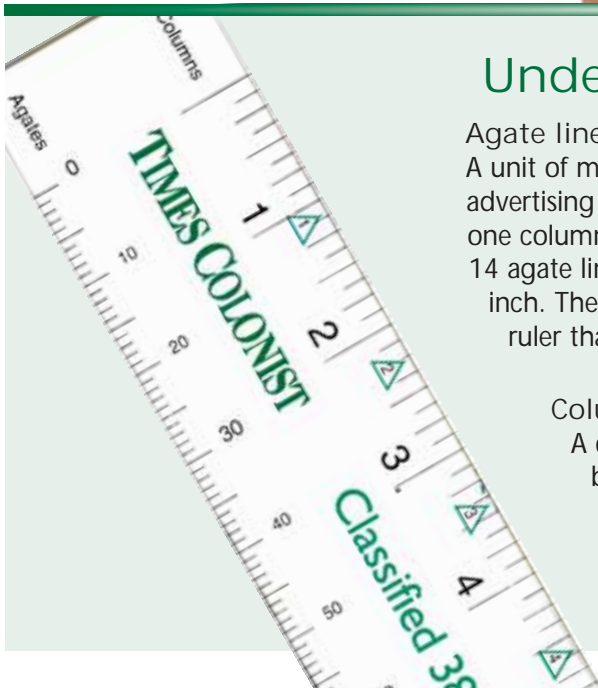
that is three standard columns wide and five inches tall (or deep) would be 15 column inches. A TC page has 10 columns.

Display advertising

Advertising that appears in any part of the publication except the Classified section.

Double truck

An advertisement that occupies two facing pages including the margin between them, commonly known as the gutter.



Digital advertising

Timescolonist.com reaches more of the Victoria market than any other online newspaper

For over 150 years, the Victoria *Times Colonist* newspaper has stood as the face of Vancouver Island. Readers have looked to us not only as their primary provider of news, but have relied on us as the best source of

information 24 hours a day, seven days a week. As a leader in digital media, the *Victoria Times Colonist* aims to bring breaking news along with interactive advertisements to those who want to be informed as events unfold

throughout the day. Utilizing both print and online is valuable to our advertisers as both serve different purposes, yet enhance each other's role in the purchasing cycle.

The screenshot shows the Times Colonist website interface. At the top, there's a navigation bar with 'Part of the canada.com network', 'Newspapers', 'TV Networks', and 'canada.com home'. A weather widget shows '12°C A few clouds Detailed Forecast'. A large advertisement for a '60-Day Satisfaction Guarantee' for a car is prominent. Below the masthead, there are navigation links for 'Home', 'News', 'Opinion', 'Business', 'Sports', 'Entertainment', 'Life', 'Health', 'Technology', 'Travel', 'Jobs', 'Cars', 'Homes', and 'Classifieds'. A 'Don't miss' section highlights 'Photo galleries', 'Blogs', 'Obituaries', 'Today's Paper/Pixie', and 'The Movie Guide'. The main content area features a 'BREAKING NEWS ALERT' for 'B.C.'s head of civil service gone...', a 'Canada fourth best place to live: UN survey' article, and a 'LATEST UPDATES' section with headlines like 'Tiger mauls man at Calgary Zoo' and 'Cuba slashes acreage for its famous tobacco'. There are also sections for 'Printed Edition', 'Subscriber Services', and 'Newspaper Ads, Flyers, and Special Sections'.

Why advertise online?

With an increasing number of Canadians making the internet a habitual part of their day, it only makes sense to interact with them.

- Over 24.6 million Canadians go online each month, with 20 million using the medium, daily.¹
- “News and Information” is one of the most sought-after content areas online, accessed by 98 per cent of online Canadians.¹
- Canadian internet users research products and services online. In fact, 92 per cent of online Canadians visit retail websites.¹
- The internet has become the third most times-consuming medium by Canadian adults, next to television (#1) and radio (#2).²

¹ Source: comScore, Inc., Total Canada, All Locations, March 2010

² Source: comScore, Inc., Total Canada, All Locations, March 2010

Top ten reasons to advertise online

1. Boost impact of a traditional campaign
2. Build company brands
3. More ways to target niche markets
4. Reach consumers 24/7
5. Guaranteed exposure
6. Encourage repeat business
7. Increase in-store and online sales
8. Test different creative or product offers
9. Track campaign effectiveness
10. Unbeatable value

The screenshot shows a news website layout. On the left, there's a 'LATEST NEWS' section with headlines like 'Norway takes the number one spot in the annual United Nations human development index released Monday, while Canada ranks fourth in the list.', 'Royal Victoria Marathon sets registration records; 8K is second race to sell out', and 'Victoria's Run for the Cure raises more than \$500,000'. Below this is a 'THE VICTORIA TIMES COLONIST HEADLINE NEWS' section with a sign-up form. On the right, there's a 'CANADA' section with a headline 'Tiger mauls man at Calgary Zoo' and a 'FEATURES' section with a headline 'Two years after Chinese migrants land: "We weren't Canadian enough to deal with these people"'. At the bottom right, there's an advertisement for 'Woodlands' in the COMOX VALLEY, featuring a 3-bedroom house for \$289,900. There's also a 'CONSTRUCTION BEGINS IN NOVEMBER' banner and a 'MOST POPULAR NEWS' section with headlines like 'Man convicted in killing of Island-Corn prostitute' and 'Huge land decision falls into few hands'.

FAST FACTS

UNIQUE VISITORS*: 315,000 per month

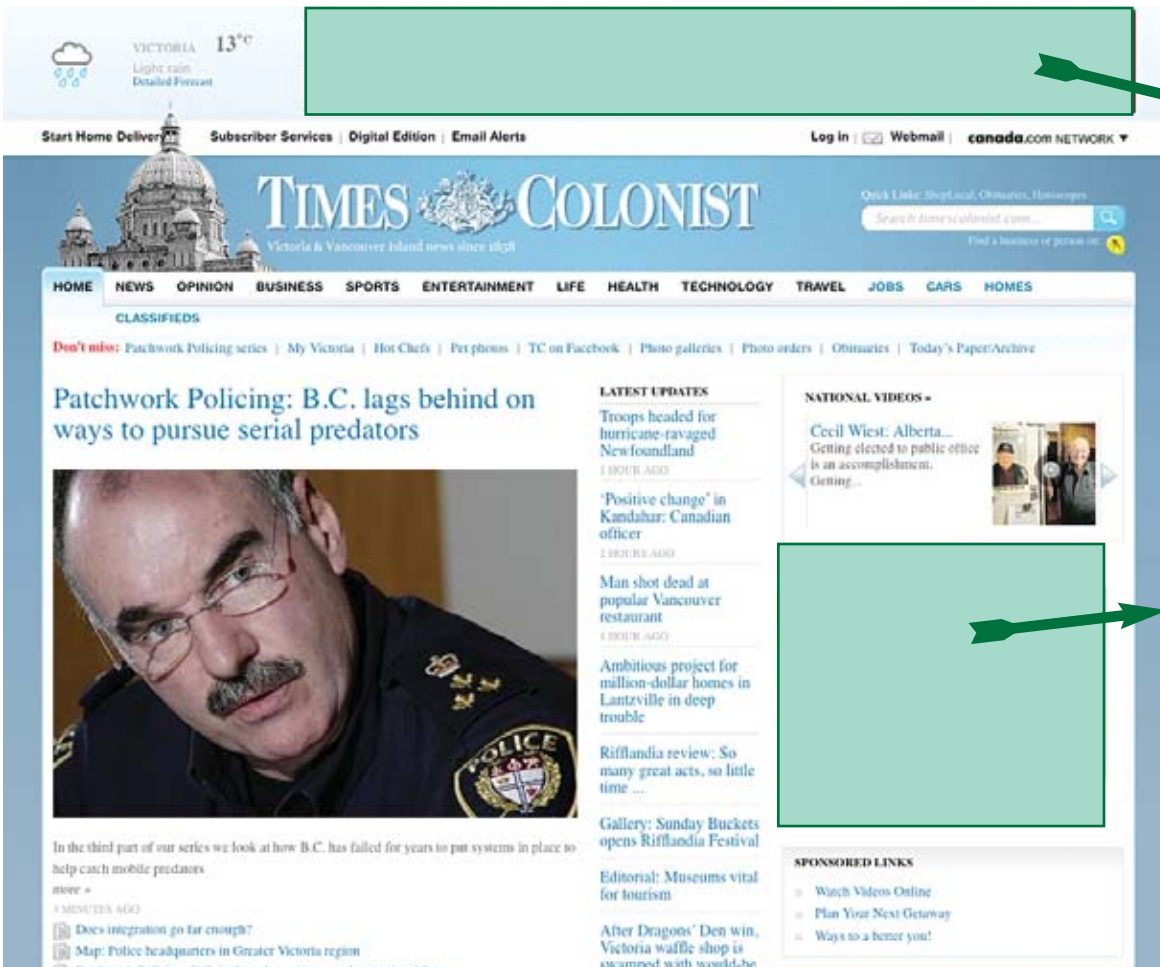
PAGE VIEWS**: 6 Million per month

*An individual, identified by a unique IP address, who visits our website.

**The number of times a page is downloaded

Visitor profile

	%		%
GENDER			
Men	53%	REGION	
Women	47%	BC	61%
AGE			
Under 18	7%	Prairies	9%
18-24	9%	Ontario	26%
25-34	24%	Quebec	2%
35-44	28%	Atlantic	2%
45-54	13%	HOUSEHOLD INCOME	
55+	20%	\$60K+	55%
		\$75K+	26%
		\$100K+	14%



Example
Leaderboard
\$500

728x90 pixels
Max file size 40K

Your ad displayed here
25,000 times

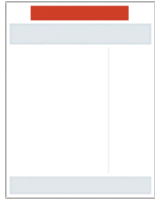
Example
Big Box
\$600

300x250 pixels
Max file size 40K

Your ad displayed here
20,000 times

Advertising products

Timescolonist.com offers a loyal, desirable and engaged audience. As Vancouver Island's leading local news and information site, timescolonist.com provides a full range of creative advertising solutions to reach your target audience.



LEADERBOARD
728x90 pixels

Premium position at the top of most pages throughout the network ensure maximum visibility.

Significant horizontal space to creatively communicate your advertising message.

FORMATS: available in standard, video, expandable, expandable with video.



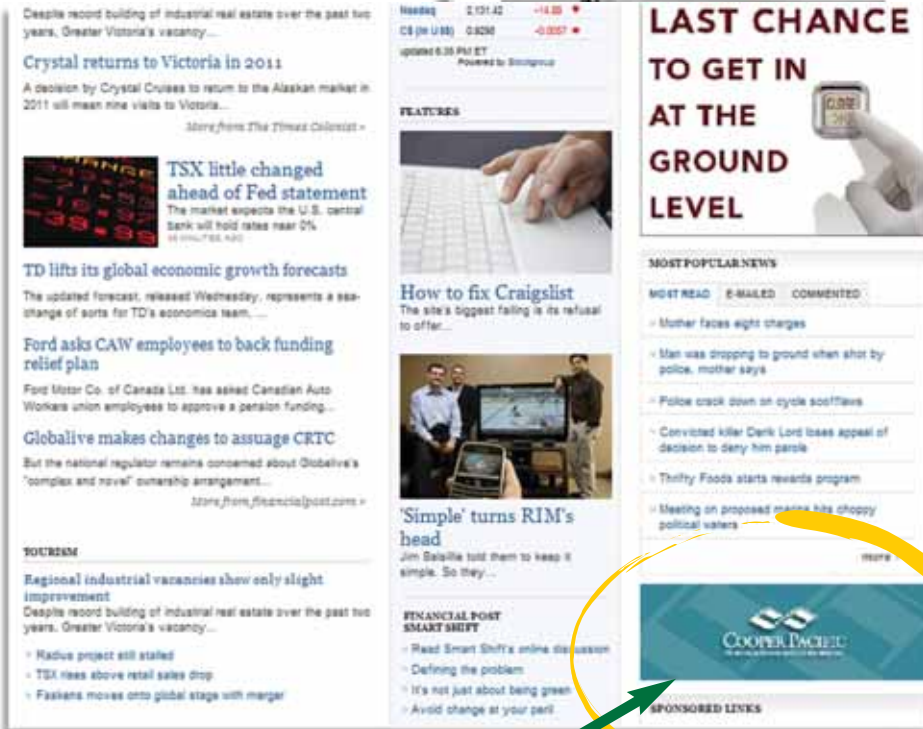
BIG BOX
300x250 pixels

Position above the scroll line ensures maximum visibility with exposure.

Displayed on all entry and articles pages, embedded within high-value content areas.

Typically higher click-through rate than other traditional units (728x90 pixels, 160x 600 pixels).

FORMATS: available in standard, video, expandable, expandable with video.



IMPULSE ADS
300x100 pixels

Consistent, static placement.
Cost-effective graphical unit.

FORMATS: available in standard & video.

In the sophisticated Canadian media market, smart consumers expect retailers to have an online presence. There were 24,686,000 Canadians online in March 2010. Ninety-eight percent of online Canadians (24.3 million) visited news and information sites in March. This category has seen a 16% increase over March 2009. Newspaper websites (sub-category of news and information) had over 16 million unique visitors spending an average of 31.5 minutes per visitor on newspaper sites.

timescolonist.com

Connect with the Connected

Place your ad here



Reach People On the Go!

Growing at a phenomenal rate

Innovative advertising

flex-form

For those campaigns that need a special touch, the *Times Colonist* offers some unique positions and products that make your message stand out.

Flex-form: for unique, one-of-a-kind ads that explode off the page.

Gatefold: the front part folds over A1 and the back page wraps around the back of the section. Full-colour and cannot be missed.



gatefold



gatefold

Ads that get noticed

flagpole



floating banner



flex form



Floating Banner: full-page width in the middle of a page.

Flagpole: the ad runs in the gutter between two pages.

All of these options require extra time and each has unique pricing. Please contact your sales rep for more information.

Newspaper co-op advertising

Co-op advertising is an effective way to increase your advertising presence. With extra advertising dollars provided by product suppliers, you can budget for larger ads while promoting the merchandise you already stock. Most manufacturers and suppliers offer advertising support through co-op programs.

Co-op agreements can vary considerably, but all share some common elements.

- **Timing** – a co-op program runs during specific period of time.
- **Accrual** – money is earned, based on a percentage of your net purchases during a set accrual period.
- **Participation** – the amount of advertising cost paid by the supplier can be based on a percentage of the total cost, a fixed line rate, or other guideline.
- **Manufacturer's requirements** – suppliers will have particular requirements regarding the promotion of their product such as the amount of space in the ad devoted to the product, logo placement, or product exclusivity.
- **Reimbursement** – after tear sheets have been submitted, along with a copy of the newspaper's invoice, you will be reimbursed the determined dollar amount.

Increasing your ad budget through co-op advertising

- Obtain a printed co-op program from a product supplier.
- Determine what the accrual of co-op funds is based upon – such as a percentage of net purchases – as well as the time period allowed for accrual. What is the dollar value of your advertising allowance?
- Be aware of the time parameters within which co-op advertisements must appear in the paper.
- Find out what “proof of performance” is required, such as tear sheets or newspaper invoices, and how soon after the publication date they should be submitted to the supplier.
- Understand what manufacturer's requirements must be followed with regards to ad layout, product logos or other design determinations.



10 creative principles

Designing effective newspaper advertisements

1. Keep it simple

- One idea. Resist the temptation to say everything in one ad. Research supports communicating one idea clearly.
- Short headlines. Keeping headlines short is more effective. As headlines grow, readership scores sink.

2. Strive for an

uncluttered look

- Many readers will get their first impression of your business from your advertising. Do your ads convey the image you want?
- Be generous with white space – it is probably the most underestimated element in newspaper advertising. White space gives the elements in your ad breathing room, directing the eye to focus on a particular element in the ad.

3. Visuals make an impact

- The long-term memory has an almost unlimited capacity for the storage of visuals
- Photos and illustrations are noticed 20-25 per cent more than no visuals or line art.
- Visuals that occupy half of the ad space attract 30 per cent more readers.
- One dominant visual generates higher readership scores than many small ones.

4. Appeal to readers

- Newspapers are a reading medium, and there is an opportunity to create very readable ads.
- Have a strong headline. Grab attention and draw the reader in so they want to know more.
- A headline is more likely to be read if placed on an illustration rather than a black, white or coloured background.

5. Colour grabs attention

Research finds that colour:

- Draws readers to ads and keeps them more involved in the advertising message

- Boosts in-depth reading by:
 - 60 per cent vs black and white ads
 - 40 per cent vs two-colour ads

6. Be distinctive

- Research recommends creating ads that are different from competition and instantly recognizable.
- demand participation and create a desire to know more
- surprise the reader
- find a way to expose expected information in an unexpected way

7. Make the ad likeable

- According to research, five key factors contribute to likeability. In order of importance:
 - meaningful (believable, informative)
 - energy (lively, appealing)
 - ingenuity (amusing, clever)
 - does not rub reader the wrong way (not irritating, silly, or worn out)
 - warmth

8. Highlight benefits, not features

- Consumers buy based on what the product will do for them, not on its ingredients. People buy things to solve a problem (e.g. fix a car).
- Focus on your customer benefits.

9. Design for the medium

- Bigger – make an impact with a double-page spread.
- Local – ads can comment on local events.
- Specific Days – ads can be planned to coincide with a specific day's subject.
- Immediacy – ads can seize the moment.

10. Tell the reader to buy now

- When you end your ad with a call for action, such as "call now," or "come in today," you are increasing your ad's selling power.
- Add an element of urgency by setting a time limit. For example: "while quantities last," "for two days only," "sold on a first-come, first-serve basis only."



DAILY NEWSPAPER STRENGTHS

- ✓ Broad coverage and the best reach of any medium
- ✓ Online sites have high viewership and offer strong bundling opportunities with newspaper ad
- ✓ Immediacy – daily publication creates a "buy now" atmosphere, urgency
- ✓ Multitude of size options available
- ✓ Short lead times
- ✓ Used as a shopping guide/planner
- ✓ Sections provide great editorial climate
- ✓ Reader involvement and commitment
- ✓ Upscale readership
- ✓ Tangible – can be clipped, saved, referred to, used on shopping trips



Notes



Did you know ...

that timescolonist.com provides a full range of creative advertising solutions to reach your target audience?

SUNDAY	MONDAY	TUESDAY
3 • Anacortes • Healthy Living	4	5 • Island Events
10	11 <i>Thanksgiving Day</i>	12 • Focus on Seniors • Experience Esquimalt
17	18	19 • Westshore
24/31 <i>Halloween</i>	25	26

OCTOBER 2010

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2
6	7	8 • Downtown Duncan	9
13	14 • Discover Sidney	15	16 • CHBA Care Awards
20	21 • Evergreen Home Show	22 • Cowichan • Chemainus • Downtown Duncan	23 • Downtown Victoria
27	28	29	30



Notes

TIMES COLONIST
Your Island. Your Newspaper.

Did you know ...

that you can sell your products through the twice-annual TC Auctionmart and earn advertising \$ credits toward your newspaper advertising?

SUNDAY	MONDAY	TUESDAY
	1	2
7	8	9 • Focus on Seniors • Experience Esquimalt
14 • Green Guide	15	16 • WestShore
21	22	23 • Save On Foods Guide to the Holidays
28	29	30 • Holiday Gift Guide

NOVEMBER 2010

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	4	5 • Downtown Duncan	6
10	11 • Discover Sidney <i>Remembrance Day</i>	12	13
17	18 • Christmas Fashion Preview	19 • Downtown Duncan	20 • Downtown Victoria
24	25	26	27 • Outlook 2011

DECEMBER 2010



Notes



Did you know ...

that timescolonist.com is updated more than 200 times each day?

SUNDAY	MONDAY	TUESDAY
5	6	7 • Holiday Gift Guide
12	13	14 • Experience Esquimalt • Focus on Seniors • Holiday Gift Guide
19	20	21 • Holiday Gift Guide
26 <i>Boxing Day</i>	27	28

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 <i>Hanukkah</i>	3 • Downtown Duncan	4
8	9	10	11 • Downtown Victoria
15 • WestShore	16	17 • Downtown Duncan	18
22	23	24	25 <i>Christmas Day</i>
29	30	31	

JANUARY 2011



Notes

TIMES COLONIST
Your Island. Your Newspaper.

Did you know ...

that impulse ads are available on the home page for the full weekend?

SUNDAY	MONDAY	TUESDAY
2	3	4
9	10	11 • Experience Esquimalt • Focus on Seniors
16	17	18 • WestShore
23/30	24/31	25

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>New Year's Day</i>
5	6	7	8
12	13 • Bridal Expo	14 • Downtown Duncan	15
19	20 • Discover Sidney	21	22 • Downtown Victoria
26	27	28 • Downtown Duncan	29

FEBRUARY 2011



Notes



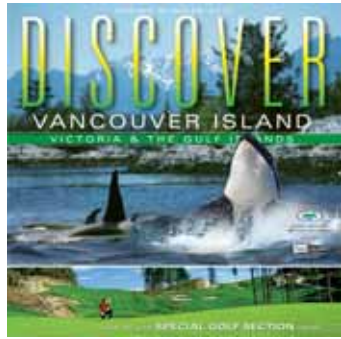
Did you know ...

that the average person spends eight minutes at timescolonist.com per visit?

SUNDAY	MONDAY	TUESDAY
		1
6	7	8 <ul style="list-style-type: none">• Experience Esquimalt• Focus on Seniors
13	14 <i>Valentine's Day</i>	15 <ul style="list-style-type: none">• WestShore
20 <ul style="list-style-type: none">• Healthy Living	21	22
27	28	

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3 <i>Chinese New Year</i>	4	5
9	10 <ul style="list-style-type: none">• Dine Around	11 <ul style="list-style-type: none">• Downtown Duncan	12
16	17 <ul style="list-style-type: none">• CHBA Home Show• Discover Sidney	18	19 <ul style="list-style-type: none">• Downtown Victoria
23	24 <ul style="list-style-type: none">• Grizzlies	25 <ul style="list-style-type: none">• Downtown Duncan	26

MARCH 2011



Notes



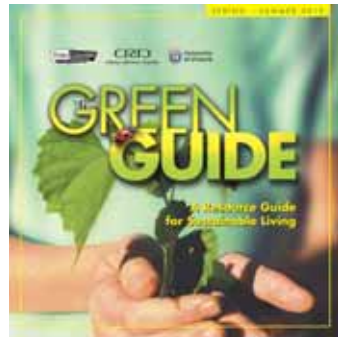
Did you know ...

the TC has maintained its print readership reach over the last five years at 76 per cent of the population while continuing to grow the online readership of timescolonist.com?

SUNDAY	MONDAY	TUESDAY
		1 • Education Life
6	7	8 • Experience Esquimalt • Focus on Seniors
13	14	15 • WestShore
20	21	22
27	28	29

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4	5
9	10	11 • Downtown Duncan	12
16	17 • Discover Sidney • Spring Discover Magazine <i>St. Patrick's Day</i>	18	19 • Downtown Victoria
23	24	25 • Downtown Duncan	26
30	31		

APRIL 2011



SUNDAY MONDAY TUESDAY

--	--	--

Notes

3	4	5
• Van. Island Outdoor Adventure Expo		

10	11	12
• Green Guide		• Experience Esquimalt • Focus on Seniors

17	18	19
<i>Palm Sunday</i>		• WestShore <i>Passover begins</i>

24	25	26
<i>Easter Sunday</i>	<i>Passover ends</i>	

WEDNESDAY THURSDAY FRIDAY SATURDAY

		1	2
--	--	---	---

6	7	8	9
		• Downtown Duncan	

13	14	15	16
	• Discover Sidney		• Downtown Victoria

20	21	22	23
		• Downtown Duncan <i>Earth Day</i> <i>Good Friday</i>	

27	28	29	30
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TIMES COLONIST
Your Island. Your Newspaper.

Did you know ...

the Discover travel feature published in the spring is distributed to over 300,000 households throughout Western Canada and the US? This makes it a bestseller!



Did you know ...

that you can submit your press releases to our editorial department?

City news

News about what is happening in the community (not including sports or arts). Includes information about charitable events, press conferences, and other things that are happening.

Contact:
City Editor Stephanie Coombs
E-mail: localnews@timescolonist.com or scoombs@timescolonist.com

Arts and lifestyles news

Examples: concert news, information about a conference on religion or spirituality, self-improvement, medicine, therapy and hobbies.

Contact:
Features Editor Bruce MacKenzie
E-mail: bmackenzie@timescolonist.com

Listings

Details about an upcoming concert or event such as a dance performance, an art gallery show or a speech by someone.

Contact:
Deirdre Castle or Karen Calland
E-mail: listings@timescolonist.com

Business news

Information about companies, new enterprises, etc.

Contact: Darron Kloster
E-mail: dkloster@timescolonist.com

Sports

Contact: Brian Drewry,
E-mail: bdrewry@timescolonist.com

SUNDAY

1

- Business Profiles

8

- Island Events
- Mother's Day*

15

- Healthy Living

22

29

MONDAY

2

9

16

23

Victoria Day

30

TUESDAY

3

10

- Experience Esquimalt
- Focus on Seniors

17

- Save-On
- Long Weekend Guide
- WestShore

24

- Cosmetic Rejuvenation

31

WEDNESDAY

4

11

18

25

THURSDAY

5

12

19

26

- Fashion Preview - Summer
- Discover Sidney

FRIDAY

6

13

20

27

- Downtown Duncan

- Downtown Duncan
- Bike to Work Week

SATURDAY

7

14

21

28

- Downtown Victoria

JUNE 2011



Notes



Did you know ...

the TC 10K run has the largest per capita participation of any event in Canada?

SUNDAY	MONDAY	TUESDAY
5	6	7
12	13	14 • Experience Esquimalt • Focus on Seniors
19	20	21 • WestShore
26 <i>Father's Day</i>	27	28 • Save-On Long Weekend Guide

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4
8	9	10 • Downtown Duncan	11
15 • Summer Fun	16 • Discover Sidney	17	18 • Downtown Victoria
22 • Summer Fun	23	24 • Downtown Duncan	25
29	30		



JULY 2011



SUNDAY MONDAY TUESDAY



WEDNESDAY THURSDAY FRIDAY SATURDAY

Notes

3	4	5
10	11	12 • Experience Esquimalt • Focus on Seniors
17	18	19
24/31	25	26 • Save-On Long Weekend Guide

		1 <i>Canada Day</i>	2
6	7 • Organic Island Festival	8 • Downtown Duncan	9
13	14 • Discover Sidney	15	16 • Downtown Victoria
20	21	22 • Downtown Duncan	23
27	28	29	30



Did you know ...

when you utilize the **Times Colonist** for your advertising all of your print and online creative can be done by the creative team at the TC for no additional cost to you?



AUGUST 2011



BACK TO SCHOOL

Notes

TIMES COLONIST
Your Island. Your Newspaper.

Did you know ...

the **Times Colonist** supports over 120 local charities and events each year by providing over \$3 million of no-charge sponsorship ad space?

SUNDAY	MONDAY	TUESDAY
	1 <i>B.C. Day Ramadan begins</i>	2
7	8	9 <ul style="list-style-type: none">• Experience Esquimalt• Focus on Seniors
14 <ul style="list-style-type: none">• Back to School	15	16 <ul style="list-style-type: none">• WestShore
21	22	23
28	29	30 <ul style="list-style-type: none">• Save-On Long Weekend Guide

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	4	5	6
10	11 <ul style="list-style-type: none">• Fashion Preview Fall	12 <ul style="list-style-type: none">• Downtown Duncan	13
17	18 <ul style="list-style-type: none">• Discover Sidney	19	20 <ul style="list-style-type: none">• Downtown Victoria
24	25	26 <ul style="list-style-type: none">• Downtown Duncan	27
31 <i>Ramadan ends</i>			



Notes



Did you know ...

that the red and yellow cedar totem poles in the lobby of the **Times Colonist**, carved by Godfrey Stevens, are on spindles so they can be rotated to reduce sun damage?

SUNDAY	MONDAY	TUESDAY
4	5 <i>Labour Day</i>	6
11	12	13 <ul style="list-style-type: none">• Experience Esquimalt• Focus on Seniors
18 <ul style="list-style-type: none">• Healthy Living	19	20 <ul style="list-style-type: none">• WestShore
25	26	27

SEPTEMBER 2011

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3
7 <ul style="list-style-type: none">• Victoria Annual Arts Guide	8	9 <ul style="list-style-type: none">• Downtown Duncan	10
14	15 <ul style="list-style-type: none">• Discover Sidney	16	17 <ul style="list-style-type: none">• Downtown Victoria
21	22	23 <ul style="list-style-type: none">• Downtown Duncan	24
28	29 <i>Rosh Hashanah</i>	30	



Notes

Horizontal lines for notes.



Did you know ...

that the water used in the printing of the **Times Colonist** printing process is fit to drink by the time it has gone through our filtration process?

SUNDAY	MONDAY	TUESDAY
2	3	4 • Island Events
9	10 <i>Thanksgiving Day</i>	11 • Experience Esquimalt • Focus on Seniors
16	17	18 • WestShore
23/30	24/31 <i>Halloween</i>	25

OCTOBER 2011

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1
5	6	7 • Downtown Duncan	8 <i>Yom Kippur</i>
12	13 • Discover Sidney	14	15 • Downtown Victoria
19	20	21 • Downtown Duncan	22
26	27	28	29



Notes



Did you know ...

the **Times Colonist** can work with you to create unique promotions and contests to promote your business and drive customers to your location?

SUNDAY	MONDAY	TUESDAY
		1
6	7	8 <ul style="list-style-type: none">• Experience Esquimalt• Focus on Seniors
13 <ul style="list-style-type: none">• Green Guide	14	15 <ul style="list-style-type: none">• WestShore
20	21	22 <ul style="list-style-type: none">• Save-On Long Weekend Guide• Save-On Holiday Guide
27 <ul style="list-style-type: none">• Healthy Living	28	29 <ul style="list-style-type: none">• Holiday Gift Guide

NOVEMBER 2011

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3	4 <ul style="list-style-type: none">• Downtown Duncan	5
9	10 <ul style="list-style-type: none">• Discover Sidney	11 <i>Remembrance Day</i>	12
16	17 <ul style="list-style-type: none">• Fashion Preview Christmas	18 <ul style="list-style-type: none">• Downtown Duncan	19 <ul style="list-style-type: none">• Downtown Victoria
23	24	25	26
30			



Notes



Did you know ...

the **Times Colonist** publishes over 60 special features each year giving you even more targeted readership opportunities?

TIMES COLONIST

SUNDAY

4

11

18

25

Christmas Day

MONDAY

5

12

19

26

Boxing Day

TUESDAY

6

13

20

27

- Holiday Gift Guide

- Experience Esquimalt
- Focus on Seniors
- Holiday Gift Guide

- WestShore
- Holiday Gift Guide

DECEMBER 2011

WEDNESDAY

7

14

21

28

Hanukkah

THURSDAY

1

8

15

22

29

- Discover Sidney

FRIDAY

2

9

16

23

30

- Downtown Duncan

- Downtown Duncan

SATURDAY

3

10

17

24

31

- Downtown Victoria

Advertising Sales

Left to right: Pablo Miranda, Multi-Market Sales Manager; Shannon Kowalko, Promotions Manager; Martin Olivier, Sales; Kim Tapping, Inside Sales; Terry Ross, Sales; Ramona Maximuk, Sales; Dani Metzmeier, Sales; Garry Nunn, Sales; Dave Whitman, Director of Advertising Sales and Marketing; Cheryl Mercer, Inside Sales; Jason Scriven, Retail Advertising Sales Manager; Tanya Chassé, Executive Assistant; Trevor Flatman, Sales; Dianne Dallas, Sales; Bernie Leavitt, Sales; Saskia Elias, Online Sales; Grant Wittkamp, Sales; Frank Szonyi, Sales; Sue Webber, Sales; Margaret Long, Sales; Susan Jones, Sales; Nadine Quigley, Insert Co-ordinator



Advertising Operations

Left to right: Wendy Kalo, Advertising Operations Manager; Heather Speed, Control Supervisor; Kevin Gowan, Control Clerk; Darcy Golding, Ad Clerk; Peter Holden, Ad Clerk; Rhonda Vennels, Ad Clerk; Branka Hrgovich, Creative Department; Nancy MacDonald, Advertorial; Karen Sparks, Ad Clerk; Lorna Williamson, Advertorial; Troy Nixdorf, Creative Department; Gordon Faller, Creative Department

