



**23rd ANNUAL TORONTO INTERNATIONAL DRAGON BOAT RACE FESTIVAL sponsored by *President's Choice*®**

**NEWS MEDIA COVERAGE REPORT**

**May to June 2011**

**PREPARED BY MARKETING DEPARTMENT**

**8/22/2011**

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News Media Coverage Report**

Type	Date	Day	Media	Prov	Page/Website /Program	Circulation		Summary	Approx Size/ Approx. Ad		Lang
						/Audience			Duration	Value	
Print	27-May	Fri	Ming Pao	ON	Daily Newspaper	55,000		Eye-dotting ceremony	1/3 page	B/W	Chi
Web	27-May	Fri	Ming Pao	NAT	<a href="http://www.Mingpaotor.com">www.Mingpaotor.com</a>	55,000		Eye-dotting ceremony			Chi
Print	27-May	Fri	Ming Pao	ON	Canadian Chinese Express	55,000		Eye-dotting ceremony	1/2 page	4C	Chi
Print	17-Jun	Fri	Ming Pao	ON	Canadian Chinese Express	55,000		Ad	1 page	4C	Chi
Print	11-Jun	Sat	Ming Pao	ON	Saturday Magazine	55,000		Ad	1 page	4C	Chi
Print	19-Jun	Sun	Ming Pao	ON	Sunday Magazine	55,000		Ad	1 page	4C	Chi
Print	22-Jun	Wed	Ming Pao	ON	Gourmet Magazine	55,000		Ad	1 page	4C	Chi
Print	24-Jun	Fri	Ming Pao	ON	Exploring China Supplement	55,000		Ad	1 page	4C	Chi
Print	07-Jun	Tues	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	08-Jun	Wed	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	09-Jun	Thurs	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	10-Jun	Fri	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	13-Jun	Mon	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	14-Jun	Tues	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	15-Jun	Wed	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	16-Jun	Thurs	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	17-Jun	Fri	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	20-Jun	Mon	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	11-Jun	Sat	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	12-Jun	Sun	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	18-Jun	Sat	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	19-Jun	Sun	Ming Pao	ON	Daily Newspaper	55,000		Ad	1/2 page	4C	Chi
Print	21-Jun	Tues	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	B/W	Chi
Print	22-Jun	Wed	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	B/W	Chi
Print	23-Jun	Thurs	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	4C	Chi
Print	24-Jun	Fri	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	4C	Chi
Print	25-Jun	Sat	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	4C	Chi
Print	25-Jun	Sat	Ming Pao	ON	Daily Newspaper	55,000		Special insert	8 pages		Chi
Print	26-Jun	Sun	Ming Pao	ON	Daily Newspaper	55,000		Ad	1 page	4C	Chi
Print	02-Jul	Sat	Ming Pao	ON	Daily Newspaper	55,000		Special insert	8 pages		Chi
Web	June	2 weeks	Ming Pao	NAT	<a href="http://www.Mingpaotor.com">www.Mingpaotor.com</a>	55,000			30x250		Chi
									<b>Sub-total</b>	<b>\$</b>	<b>55,000</b>

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Type	Date	Day	Media	Prov	Page/Website /Program	Circulation /Audience	Summary	Approx Size/ Duration	Approx. Ad Value	Lang
Print	12-Jun	Sun	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 16,349.00	Eng
Print	15-Jun	Wed	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 11,269.00	Eng
Print	19-Jun	Sun	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 16,349.00	Eng
Print	23-Jun	Thurs	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 11,269.00	Eng
Print	24-Jun	Fri	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 11,269.00	Eng
Print	25-Jun	Sat	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 11,269.00	Eng
Print	26-Jun	Sun	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 16,349.00	Eng
Print	03-Jul	Sun	Toronto Sun	ON	Daily Newspaper	184,473	Ad	1/2 page 4C	\$ 16,349.00	Eng
Print	15-Jun	Wed	24 Hours	ON	Mon to Fri free paper	184,473	Ad	1/2 page 4C	\$ 5,470.00	Eng
Print	16-Jun	Thurs	24 Hours	ON	Mon to Fri free paper	184,473	Ad	1/4 page 4C	\$ 3,418.75	Eng
Print	17-Jun	Fri	24 Hours	ON	Mon to Fri free paper	184,473	Ad	1/4 page 4C	\$ 3,418.75	Eng
Print	22-Jun	Wed	24 Hours	ON	Mon to Fri free paper	184,473	Ad	1/2 page 4C	\$ 5,470.00	Eng
Print	23-Jun	Thurs	24 Hours	ON	Mon to Fri free paper	184,473	Ad	1/4 page 4C	\$ 3,418.75	Eng
Web	13-26 Jun	14 days	Toronto Sun	NAT	<a href="http://www.torontosun.com">www.torontosun.com</a>	184,473	Ad	Big Box ad	\$ 20,000.00	Eng
Print	27-May	Fri	Toronto Sun	ON	Daily Newspaper	184,473	Eye-dotting ceremony	Editorial	priceless	Eng
Print	26-Jun	Tues	Toronto Sun	ON	Daily Newspaper	184,473	Write Up	Editorial	priceless	Eng
									<b>Sub-total</b>	<b>\$151,668.25</b>
Print	11-Jun	Sat	Chinese Canadian Times	ON	Weekley Newspaper	13,025	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Print	18-Jun	Sat	Chinese Canadian Times	ON	Weekley Newspaper	13,025	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Print	25-Jun	Sat	Chinese Canadian Times	ON	Weekley Newspaper	13,025	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Web	13-26 Jun	14 days	Chinese Canadian Times	ON	<a href="http://www.cctimes.ca">www.cctimes.ca</a>	13,025	Ad	320x60		Chi
									<b>Sub-total</b>	<b>\$ 3,000</b>

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Type	Date	Day	Media	Prov	Page/Website /Program	Circulation /Audience	Summary	Approx Size/ Duration	Approx. Ad Value	Lang
Print	10-Jun	Friday	North American Weekly Times	ON	Weekly Newspaper	14,000	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Print	17-Jun	Friday	North American Weekly Times	ON	Weekly Newspaper	14,000	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Print	24-Jun	Friday	North American Weekly Times	ON	Weekly Newspaper	14,000	Ad	1/2 page 4C/BW	\$ 1,000	Chi
Web	13-26 Jun	14 days	North American Weekly Times	ON	<a href="http://www.naweeklytimes.com">www.naweeklytimes.com</a>	14,000	Ad	1210x129	\$ 1,000	Chi
<b>Sub-total</b>									\$ 4,000	
Print	01-Jun	monthly	Vietsun Magazine	ON & US	Monthly Magazine	30,000	Ad	1 page 4C	\$ 800	Viet/En
Print	03-Jun	Fri	Weekly times of India		Weekly Newspaper	45,000	Ad	1 page 4C	\$ 1,250	SA/Eng
Print	10-Jun	Fri	Weekly times of India		Weekly Newspaper	45,000	Ad	1 page 4C	\$ 1,250	SA/Eng
Print	17-Jun	Fri	Weekly times of India		Weekly Newspaper	45,000	Ad	1 page 4C	\$ 1,250	SA/Eng
Print	24-Jun	Fri	Weekly times of India		Weekly Newspaper	45,000	Ad	1 page 4C	\$ 1,250	SA/Eng
Print	03-Jun	Fri	Weekly Hindi News		Weekly Newspaper	20,000	Ad	1 page 4C	\$ 1,100	Eng Hindi/
Print	10-Jun	Fri	Weekly Hindi News		Weekly Newspaper	20,000	Ad	1 page 4C	\$ 1,100	Eng Hindi/
Print	17-Jun	Fri	Weekly Hindi News		Weekly Newspaper	20,000	Ad	1 page 4C	\$ 1,100	Eng Hindi/
Print	24-Jun	Fri	Weekly Hindi News		Weekly Newspaper	20,000	Ad	1 page 4C	\$ 1,100	Eng Hindi/

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Print	23-Jun	Thurs	Soth Asian Focus	ON	Weekly News	28000	Ad	1 page 4C	\$ 2,531	SA/Eng	
Print	June	Thurs	Korea Weekly Entertainment Brampton	ON	Weekly News	17000	Ad	1 page 4C	\$ 1,180	/Eng Korean	
Print	16-Jun	Thurs	Guardian	ON	Weekly News	121,500	Ad	1 page 4C	\$ 6,115	Eng	
Print	15-Jun	Monthly	Asian Wave	ON	Monthly Magazine		Ad	Double Spread 4C	\$ 28,000	Chi	
									<b>Sub-total</b>	<b>\$ 55,026</b>	Chi
TV	June		OMNI TV	ON	ROS		TIDBRF promo		\$ 50,000	All	
TV	June		Fairchild TV	ON	Ad		TIDBRF promo		\$ 12,000	Chi	
TV	June		Talenvision	ON	Ad		TIDBRF promo		\$ 6,000	Chi	
TV	June		LS Times TV	ON	Ad		TIDBRF promo		\$ 800	Chi	
TV	June		Tim Hortons outlets	ON	Ad		TIDBRF promo		\$ 15,000	Eng	
Radio	June		Fairchild Radio A1 Chinese	ON	Ad and On Air broadcast		TIDBRF promo		\$ 28,000	Chi	
Radio	June		Radio	ON	Ad and On Air broadcast		TIDBRF promo		\$ 28,000	Chi	
Radio	June		TTC - events	ON		110,000	TIDBRF event listing	Subway distribution	\$ 1,000	Eng	
Print	27-May	Fri	Sing Tao Daily	ON	Event Coverage	66,000.00	Eye-dotting ceremony	1/3 page B/W		Chi	
Print	26-Jun	Sun	Sing Tao Daily	ON	Event Coverage	66,000.00	Race	1/8 page 4C		Chi	
Print	27-May	Fri	World Journal	ON	Event Coverage	33,000.00	Eye-dotting ceremony	1/3 page 4C		Chi	
Print	26-Jun	Sun	World Journal	ON	Event Coverage	33,000.00	Opening ceremony	1/3 page 4C		Chi	
Print	27-May	Fri	Today Daily	ON	Event Coverage		Eye-dotting ceremony	1/4 page B/W		Chi	
Print	26-Jun	Sun	Today Daily	ON	Event Coverage		Opening ceremony	1/4 page B/W		Chi	
Print	27-May	Fri	Global Chinese Press	ON	Event Coverage		Eye-dotting ceremony	1/4 page 4C		Chi	
						<b>Grand-total</b>	<b>5,529,168</b>	<b>Grand-total</b>	<b>\$ 402,494</b>		