2011:

EDUCATION & CAREER FAIR SPECIAL EDITION

metro

metronews.ca

175,000

weekly Metro readers are currently enrolled in some sort of Education.

39%

Metro Vancouver has the largest composition of readers ages 18-34*

Metro Vancouver has

234,000

daily readers and 589,000 weekly readers*

43%

of all Vancouverites who have graduated or plan on graduating high school in the past or next 12 months are reading Metro weekly.

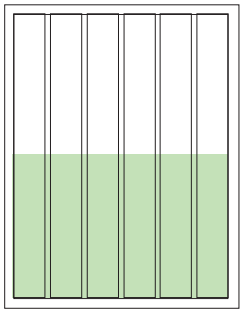
EDITORIAL OVERVIEW

Metro Newspaper and ECF Management Inc. are working together and proud to promote the Education & Career Fair held in Vancouver on November 30, 2011. Prior to the event, Metro will be publishing a Custom Publishing piece which will feature the Education & Career Fair (events, articles, and photographs). Metro Vancouver has a daily readership of 190,800 people (NADbank 2010: Vancouver CMA, Age 18+) and target readers who are Young, Active and Metropolitan. Metro is the world's largest newspaper and with their support, this year's Education & Career Fair is expected to be the largest yet, targeting 5,000+ attendees. You have a chance to touch these readers and attendees (current and prospective students, many of whom are looking for career changes, advancements) with your advertisement within this Custom Publishing piece.

- ✓ VANCOUVER
- CALGARY
- EDMONTON
- WINNIPEG
- LONDON
- TORONTO
- OTTAWA
- HALIFAX
- MONTREAL

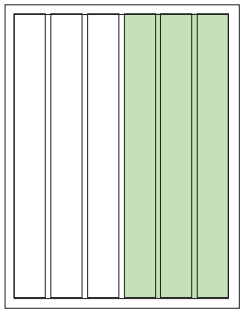
ADVERTISING POSITIONS

1/2 HORIZONTAL
10" x 6.182"



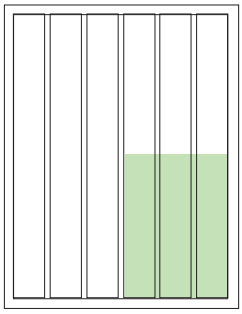
$1,300 net

1/2 VERTICAL BANNER
4.921" x 12.5"



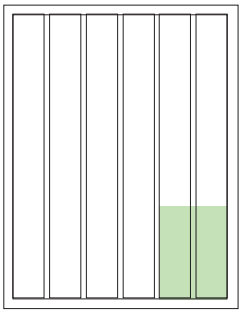
$1,300 net

1/4 VERTICAL
4.921" x 6.182"



$700 net

1/9 PAGE
3.228" x 4.072"



$350 net

FOR MORE INFORMATION PLEASE CALL KITTY **604.648.3243**

Source: NADbank 2009/2010; Base: Vancouver CMA 18+ *PMB 2010: Fall 2-year Readership Study, Vancouver demographics are based on 5-day CUME. Base: British Columbia, Age 12+