

sponsorships

lead generation

email marketing

print advertising

online advertising

fax broadcasting

digital magazine

and more

2011

Media Kit

Advertising With Scott's Will Get You Noticed

A photograph of two men in an office environment. One man, wearing a white shirt and a striped tie, stands and points towards a laptop screen. The other man, wearing a green t-shirt, sits at a desk and is typing on the laptop. The scene is brightly lit, likely from a large window in the background. A semi-transparent white circle is overlaid on the image, containing the text.

Quick Facts

- *Established in 1957*
- *Pass-along readership of 4.3 users per directory*
- *Each directory is used on average 8.4 times per month*
- *Print directories have a minimum shelf life of 2 to 4 years*
- *Online directories are renewed annually*
- *Receive great exposure to a highly interested and influential audience*



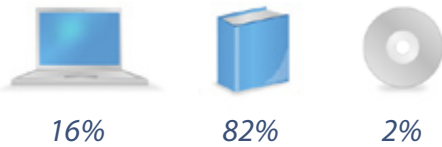
Circulation

1,518 Total Annual Readership

1,035 Directories sold in the past 24 months

100% Paid Circulation

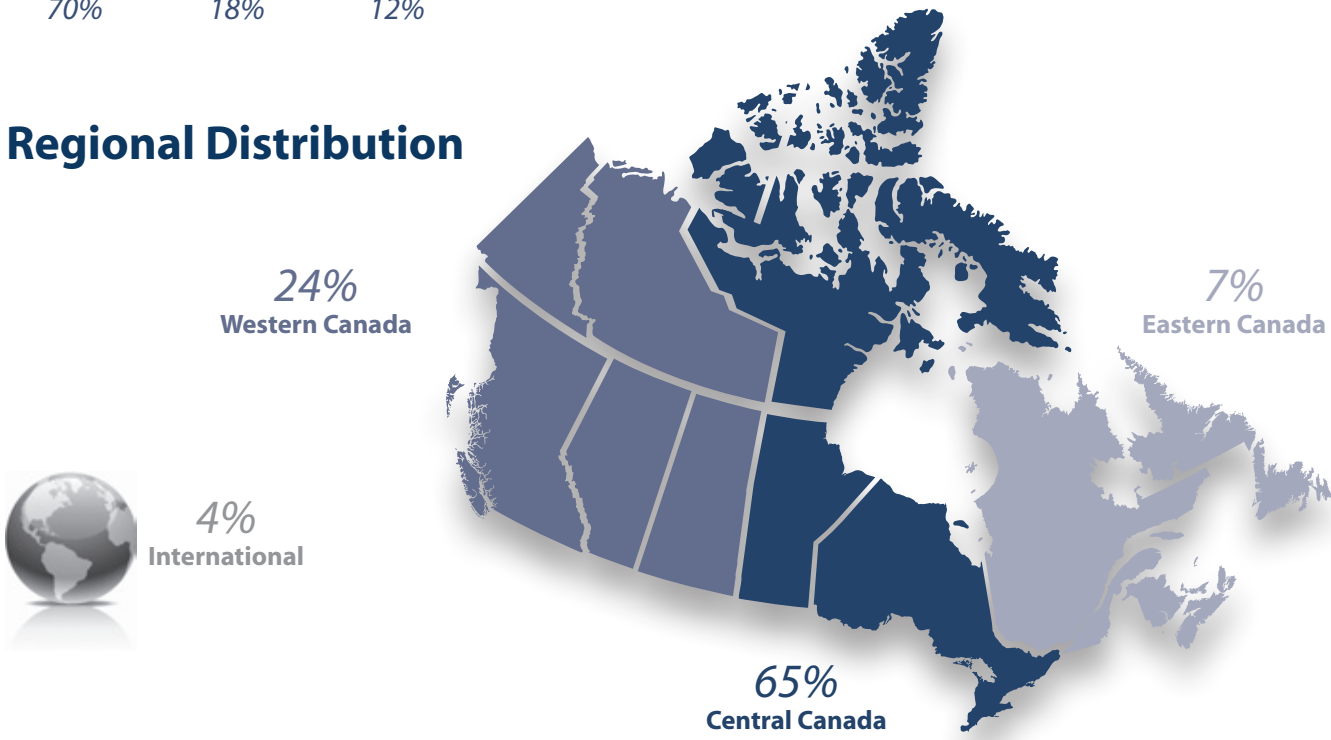
Circulation by Format



Circulation by Gender



Regional Distribution

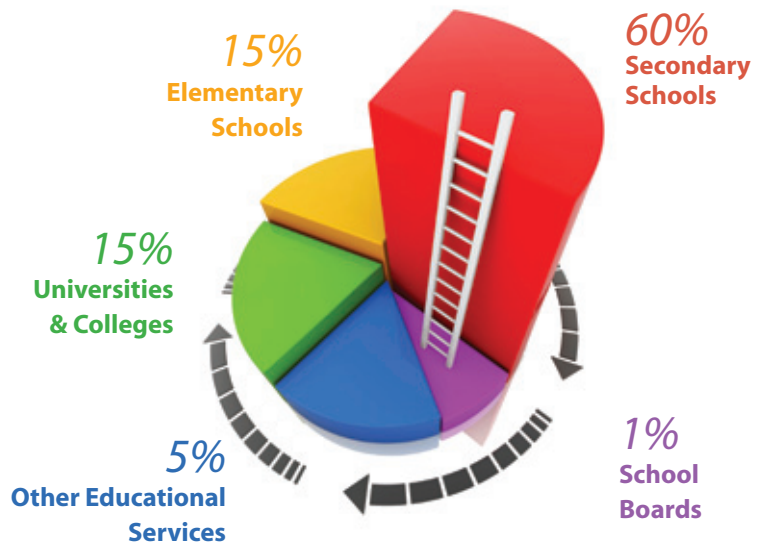


Target Audience

- 40% Suppliers (Mnft/Dist/Whls)
- 29% Educational Services
- 17% Libraries & Information Centres
- 6% Government
- 8% Others Allied to the Field



Schools Readership



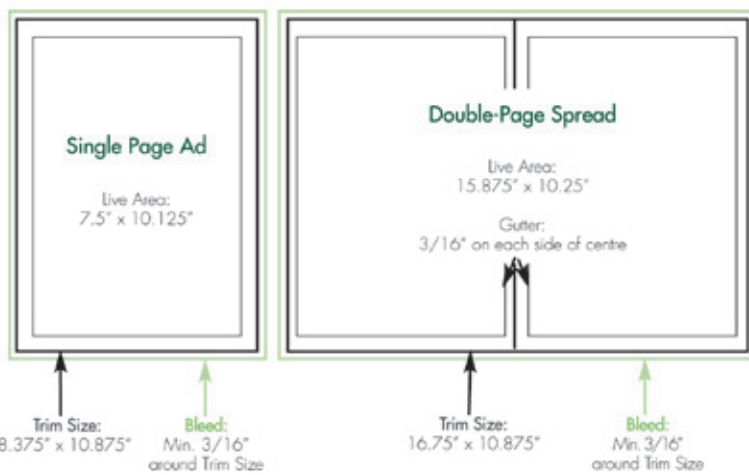
Print Advertising

Print advertising is the foundation of any B2B marketing program. With an average shelf life of two to four years, Scott's Print advertising allows your brand to go the extra mile.

Scott's restricted pagination for advertisements offers you premium placement, high visibility, and limited competitor presence.

Advertising space is available in full-colour and in two sizes to choose from, single-page and double-page spread. Positioning is available in the front inside cover, back inside cover, back cover, and section endings.

For information on space availability and positioning, please call: **Barbara Lebo, Advertising Sales at 905.709.2272.**



Specifications

Single Page

Live Area: 7.5" x 10.125"
 Trim Size: 8.375" x 10.875"
 Bleed: Min. 3/16" around Trim Size
 Ad Rate: \$2,065

Production

Binding Method: False Case Binding
 Printing Method: CMYK
 Resolutions: 600 dpi
 Line Screen: 133 lpi required
 Formats: PDF or TIF(F)
 Ad Close Date: February 11, 2011
 Material Closing: March 11, 2011
 Published: April 2011

Double-Page Spread

Live Area: 15.875" x 10.25"
 Trim Size: 16.75" x 10.875"
 Bleed: Min. 3/16" around Trim Size
 Gutter: 3/16" on each side of centre
 Ad Rate: \$3,675



Optional Half-Page Ad

Please call for availability, pricing, and specifications. This is not a standard option, and is only admissible based on page occupancy.

For ads with type running through gutter, please allow for letter and word break. Word Break = 3/16" on each side of centre. Letter Break = 1/8" on each side of centre. Publisher is NOT responsible for line-up of any type or images running through the gutter on spreads.

Note: To avoid production problems and additional charges, please ensure that file is press optimized, and all colours are converted from RGB or SPOT to composite CMYK. Also, please ensure that all fonts are embedded in the file. If you require assistance with the design of your advertisement or adhering to specification requirements, Scott's tech-savvy production team is available to work with you or your team to resolve any issues.

Specifications

Button Ad

With limited spaces available, this small, but highly effective ad runs along the bottom of our content pages.

Ad Size: 120 x 90 pixels

File Size: 7-8 kb max

Ad Closing: Limited spaces available (6 spots), as such ads are sold on a first come, first served basis.

Material Closing: 4 weeks prior to your specified run date

6 Month Display Rate: \$1,260

12-Month Display Rate: \$2,295

Leader Board

Placed at the top of each page, this space is a premium position found above the fold.

Ad Size: 728 x 90 pixels

File Size: 30 kb max.

Ad Closing: 1 spot available and sold on a first come, first served basis.

Material Closing: 4 weeks prior to your specified run date

1 Month Display Rate: \$1,500

3-Month Display Rate: \$4,000

Skyscraper

This ad captures the attention of visitors with its sheer size and boldness. It runs almost the full length of our content pages, drawing in visitors wherever they are on a page.

Ad Size: 160 x 600 pixels

File Size: 30 kb max.

Ad Closing: 1 spot available and sold on a first come, first served basis.

Material Closing: 4 weeks prior to your specified run date

1 Month Display Rate: \$1,500

3-Month Display Rate: \$4,000

NOTE: Files are to be supplied in a GIF or JPG/JPEG file format. Rich Media and Flash files are also accepted.

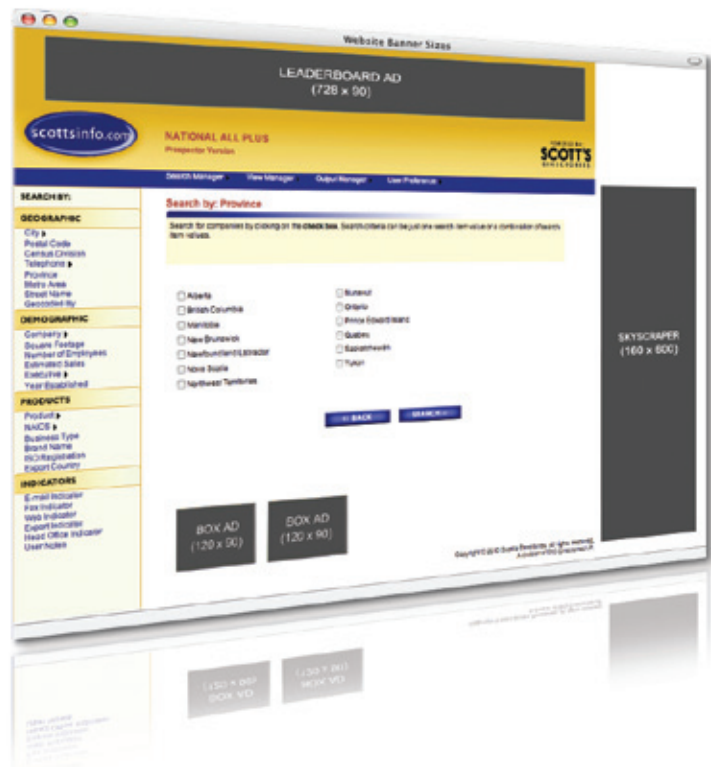
Online Advertising

Internet usage is on the rise, and there is an increasing demand for mobile business applications around the world. Therefore, it comes as no surprise to many that online advertising is key in effectively creating brand awareness on a global scale.

At Scott's, we offer advertising opportunities on our exclusive membership sites for companies and professionals seeking to solicit or brand their products and services to a highly targeted and influential audience.

Our members access their Directory of Canadian Schools online accounts to maximize their success on a variety of business initiatives, such as to conduct research, prospect for new opportunities, connect with colleagues, and more. Simply put, Scott's members are interested in the content found on our online membership sites. That's why our membership sites are an ideal venue for your online displays.

Get the visibility you deserve and drive qualified traffic to your corporate website. Call **Barbara Lebo, Advertising Sales at 905.709.2272** today.



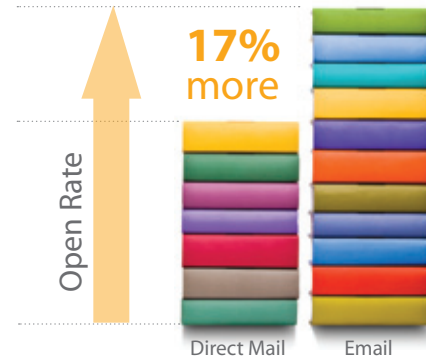
Email Marketing

Email is the most cost-effective media for acquiring new customers and generating incremental revenue. Marketers have noted that on average an email generates 17% higher sales than direct mail.

Let Scott's email your next marketing message to over **89,000 contacts** in the educational services sector across North America. This sector is comprised of establishments that provide instruction and training in a wide variety of subjects, including schools, colleges, universities, and other training centres.

Go to a wider audience! Select from over **5 million emails** in our contact database. Unlike many email lists, our subscription email lists are verified by independent auditors ensuring you the highest quality contacts and results.

To get started on your e-blast or to find out more about our service, contact **Scott's e-Blast Specialist at 1.800.387.6598**.



Quick • Convenient • Cost Effective

Our e-blast service is as simple as 1, 2, 3.

1. Select your target audience
2. Send us your email promotion
3. We'll deploy the campaign for you

At only \$450/M we will also provide you a complete open and click-through report.

Lead Generation

FREE LISTING

Join Scott's exclusive network of Canadian contacts. Be selected for new ventures, gain new accounts, increase existing sales, build alliances.

Simply visit **ScottsDirectories.com** to complete your free listing.



Fill your pipeline with qualified leads by choosing your own criteria to build the perfect sales or marketing list with Scott's DownloadExpress™. It is the perfect source for quality B2B data in a convenient do-it-yourself web-based format. All you have to do is follow a few easy steps.

- **SEARCH** our entire database using multiple criteria (e.g. business type, employee range, geography, job function, etc.) to achieve a targeted list of qualified contacts.
- **SAVE** your search or place your order. You may also save multiple searches, access your account history, customize your personal options, and more.
- **DOWNLOAD** your data into a convenient CSV file format, for easy import to your CRM.

Whether you are looking for new customers locally or nationally, Scott's DownloadExpress™ is the ideal online prospecting solution that offers you over **266,000 key contacts** and **158,000 Canadian businesses**.

(DownloadExpress™ is growing, with plans to include over 60,000 medical practitioners and other data sets in 2011.)

Fast • Easy • Free

Complete your free listing online at...
ScottsDirectories.com

Or call in to provide your information at...
1.800.268.7742 x 5131



Give it a try today. Searching is free!
Visit **DownloadExpress.ca**



Fax Broadcasting Service

Defying many predictions, fax marketing is still a viable and strong media channel for businesses wanting to sell to schools and other educational services.

Fax broadcasting is more economical than postage stamps and in many cases does better than direct mail campaigns. It's also the ideal solution for reaching the many schools that are still considering or in the process of integrating internet and email communication at their premises.

Scott's fax broadcasting services ensure your fax advertisements are delivered to your target audience in a timely manner, reaching who you want almost instantly. Make Scott's fax broadcasting service a part of your media strategy.

Find out how you can market your product or service to more than **190,000 potential customers** employed within North America's educational services sector. Contact **Scott's Broadcasting Specialist at 1.800.387.6598 today.**

Powerful • Reliable • Economical

1. \$250/M regardless of geography
2. Option to personalize fax campaign
3. Ability to develop hybrid lists
4. Full compliance with CRTC guidelines
5. Results report included



Scott's Digital Magazine 9,000+ Total Readership

Sponsorship Opportunities

Sales KnowHow™ Digital Magazine

Scott's Sales KnowHow™ opt-in digital magazine is distributed quarterly to over **9,000 sales and marketing professionals**. This highly targeted and influential audience is heavily involved in their companies' initiatives to increase business and improve bottom line.

If you're looking to reach thousands of industry buyers and key business decision-makers, make Scott's Sales KnowHow™ digital magazine part of your marketing strategy. To find out more on the advertising and sponsorship opportunities available, call **Scott's Publisher at 416.510.6769.**



Drive traffic to your website.
Generate sales leads.
Build your email list.

Online Audience Reach

- 620,000+ unique visitors per month
- 11.1 million page views per month

esource Canada

Scott's esource network offers marketers a highly targeted opportunity to reach business leaders and key decision-makers that are part of the lucrative Canadian SMB market.

86% of our online audience participate in their company's purchasing decisions.

25% have an annual household income over \$250,000 (62% over \$100,000)

Explore our entire portfolio of online advertising programs, from banners to video ads. Find out how you can generate high-quality leads through our online lead generation programs. Develop a better website or e-newsletter designed by our Web Team to effectively communicate with your customers. To learn more about esource Canada and our Custom Publishing options, call **Scott's Custom Publishing Manager at 416.510.6751.**

Advertising Specifications

Production Requirements

Digital data is required for all ad submissions. Please confirm that files are prepared to the size and specifications booked, and files are delivered in the acceptable formats outlined within this rate card.

The Publisher will not supply a fax or soft proof on client-supplied files. We assume due diligence has been taken by the client or the client's agency to ensure its integrity prior to submission. Therefore, the Publisher will be alleviated from any form of compensation if an ad is supplied in a non-preferred format, nor will the Publisher guarantee the accuracy of reproduction of any ad that does not meet mechanical specifications set out in this rate card.

Liability for damages alleged to arise from errors in advertisements (outside of the set mechanical specifications) is not accepted by the Publisher beyond the actual amount paid for the space used by that part of the advertisement containing the error, regardless of onus or blame of such error.

For more information on production requirements, please contact:

Dave DeJong
Production Manager
Phone: 416.442.5600 (1.800.668.2374) x 6822
Email: ddejong@scottsdirectories.com

Material Delivery

Scott's Directories is set up to receive electronic files via Internet (FTP) or on CD in either PC or Macintosh platforms. PC format is preferred.

FTP SITE

Our FTP site is used by over 30 publications. Please name your files appropriately. It is preferred that you compress your file (or files) into one compressed file instead of uploading numerous individual files or whole folders. Please use Stuffit (.sit files for Mac) or ZIP compression for PC files. Please do NOT send self-extracting files (.sea or .exe etc.)

FTP 1 Address: bigftp.businessinformationgroup.ca
User ID: creative | Password: graphic | Directory: Uploads

For any further details on electronic submissions, please contact your Scott's sales representative.

SHIPPING ADDRESS

Correspondence, space orders, contracts and ad material should be sent to the attention of your sales representative at:

Scott's Directories
12 Concorde Place, Suite 800
Toronto, Ontario M3C 4J2 Canada

U.S. advertisers and advertising agencies, please ship material to the above-mentioned address via Federal Express whenever possible. If using another courier company, please contact your Scott's sales representative.

Terms & Conditions

1. Advertisers and advertising agencies agree that the publisher shall not be liable for its failure to publish any advertisement for any cause.
2. Publication of each and every advertisement is subject to approval by the Publisher. The Publisher reserves the right to refuse to publish any advertisement, which he or she feels is not keeping with the publication's standards.
3. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of print or Online advertisements, and also assumes responsibility for any claims arising there from against the Publisher.
4. The Publisher is not responsible for the reproduction of print advertisements. The Publisher will not supply a fax or soft proof on client-supplied files. The Publisher assumes due diligence has been taken by the client or the client's agency to ensure its production integrity prior to submission. As such, the Publisher will be alleviated from any form of compensation if an ad is supplied in a non-preferred format, nor guarantee the accuracy of reproduction of any ad that does not meet mechanical specifications set out in this rate card.
5. Liability for damages alleged to arise from errors in advertisements (outside of the set mechanical specifications) is not accepted by the Publisher beyond the actual amount paid for the space used by that part of the advertisement containing the error, regardless of onus or blame of such error.
6. The Publisher is not responsible for advertising material unless return delivery instruction from the advertiser or advertising agency is provided within 30 days of publication date. It is the responsibility of the advertiser or advertising agency to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing to your Scott's sales representative.
7. Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
8. Advertising rates are in Canadian funds and are subject to applicable taxes. Advertising rates are subject to change without notice.
9. Invoices are rendered at date of publication. Payment terms are Net 30 days from date of invoice and accounts are payable at office of publication in Canadian funds.

Sales Contacts

Advertising Sales: Barbara Lebo, Lebo Media Services
T: 905.709.2272 F: 905.709.9787
Email: barblebo@rogers.com
Email: advertising@scottsdirectories.com

French Representation
T: 416.510.6740 TF: 1.866.800.4860
F: 416.510.6870 Email: ventes@scottsdirectories.com

Email Broadcasting
T: 416.510.6895 TF: 1.800.387.6598 x 6817
F: 416.510.6870 Email: lists@scottsdirectories.com

Ref: SCHRC11