

Media plan advertising XXXXXX Canada 2008

Region	Media	Placement	Format	Issues	Cost/issue	Cost/period
Canada	TV	RTVi, HTB	30 sec	600		
	Web Media Agency	Google	search optimization	210		
	Internet	www.torontovka.com	Banner	6		
	Print media	Russian Canadian INFO	Full page color	10		
Toronto	TV	Mix TV	30 sec	27		
	Print media	Gazeta Plus	Full page color	12		
		Komsomolskay Pravda	Full page color	12		
		TV Guide/Russain Express	Full page color	12		
		Yellow Pages Ontario	Full page color	1		
	Events	Rezerve/Concert	Sponsor	3		
	Distribution print material	20 Russain office Toronto	Hard copy	300		
Montreal	Print media	Meeting Place Montreal	Full page color	9		
		Yelow Page Montreal	Full page color	1		
	Internet	www.russianpagesallmontreal.com	banner	6		
Ottawa	Print media	Eurolink	Full page/banner	1		
	Internet	www.mayak.ca	banner	6		
Vancouver	Print media	Kaledoskop/magazine	Full page color	5		
	Internet	www.arbetov.com	banner	6		
Calgary	Print media	Western Canada Calgary	Full page color	6		
	Internet	www.russianvancouver.ca	banner	6		
Full cost advertising 2008						\$0
Media cost						\$0.00
Marketing and advertising cost:						
				Media Plan		
				Plaicment		
				Media cost		
TOTAL:					\$	-

Budget plan advertising XXXXXX Canada 2008

Budget XXXXXXX Canada				
	Jun-March	Apr-Jun	Jul-Sep	Oct-Dec
Media placement				
Internet	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
Production	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
Total 2008 XXXXX				xxxxxxx
Rezerve 2008				xxxxxxx

Contract procedure advertising XXXXXXX Canada 2008

Contract 2008	Contract	Payment
Web media agency	Promo Contract	xxxxxx
Agency (media placement)	Placement Contract	xxxxxx
Agency (distribution)	Events/distribution	xxxxxx
Studio (production)	Creative designe	xxxxxx

