



1) B2B Co-Op Direct Mail- direct mail coupon or flyer inserted in a Coupon Saving envelope that is delivered to Business via Canada Post. Targeting business with 10 or more employees in selected FSA within the GTA

Advertise to up to 6 times more Business than if you used Canada Post directly with our Co-Op mail program.



Coverage Areas:

100K Business within Hand Picked postal areas ;

- East and West Edition with 50K each area
- Professionally designed and printed
- 100K circulation
- We offer exclusivity for all advertisers
- Mailings are in Jan, March , May, September, Dec

Advantages to our Co-Op Programs:

Send up to 6 times more Flyers to business than if you went on your own

Save more than 80% on printing and mailing costs

Save on Design and Artwork Fees

Flyers are inserted with National Household Brand Names

Target by LCR with business with more than 10 Employees

Quarterly delivery programs

5.5 x 8.5 double sided flyer non-glossy on 50 lb BOND paper

50K -(Full colour on one side and 2 colours on the second side)- \$30/1000 plus GST

8.5 x 11 double sided flyer non-glossy on 50 lb BOND paper

50K -(Full colour on one side and 2 colours on the second side)- \$40/1000 plus GST



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Percentage by Sector

Sector	Percentage
Services	46.72%
Retail	29.95%
Not Classified	11.69%
Wholesale/Distributors	10.72%
Finance, Insurance & Real Estate	9.65%
Manufacturing	8.88%
Construction	7.75%
Transportation	6.04%
Agriculture, Forestry & Fishing	1.02%
Public Admin	0.92%
Mining	0.13%

Percentage by Sales Volume

Sales Volume	Percent
Less than \$500,000	25.67%
\$500,000 to \$1 million	21.02%
\$1 to 2.5 million	21.39%
\$2.5 to 5 million	9.07%
\$5 to 10 million	4.67%
\$10 to 20 million	2.50%
\$20 to 50 million	1.58%
\$50 to 100 million	0.56%
\$100 to 500 million	0.33%
\$500 million to \$1 billion	0.03%
Over \$1 billion	0.01%
Unknown	15.61%

Employee Size	Percentage
1 to 4	52.50%
5 to 9	20.99%
10 to 19	10.23%
20 to 49	5.81%
50 to 99	1.96%
100 to 249	1.30%
250 to 499	0.32%
500 to 999	0.10%
1,000 to 4,999	0.07%
Over 10,000	0.01%
5,000 to 9,999	0.01%
Unknown	9.34%

FSA	CITY	Count	Edition
L3P,L3R,L3S,L6B,L6C,L6E,L6G	MARKHAM	7,835	East
L3T	RICHMOND HILL	4,348	East
L3T,L4J	THORNHILL	2,586	East
M1P,M1R,M1T,M1W,M1G,M1H,M1J,M1K,M1L,M1M,M1N,M1S,M1V,M1X, M1B,M1C,M1E	SCARBOROUGH	15,124	East
M6L,M6M,M4N,M4P,M4R,M5P,M5M,M5N,M6A,M6B,M4W,M4S,M4T,M4V, M5B,M5C,M5E,M5G	TORONTO	14,225	East
M2K,M2L,M2R,M2H,M2J,M2M,M2N	Willowdale	5,418	East
L4H,L4L	WOODBRIIDGE	3,662	West
L4K,L6A	CONCORD	4,814	West
L4T,L4V,L4W,L4X,L4Y,L4Z,L5A,L5B,L5C,L5E,L5G,L5H,L5J,L5K,L5L,L5M, L5N,L5P,L5R,L5S,L5T,L5V,L5W	MISSISSAUGA	22,084	West
L6A	MAPLE	499	West
L6P,L6R,L6S,L6T,L6V,L6W,L6X,L6Y,L6Z,L7A,L7E	BRAMPTON	7,319	West
M3A, M3B, M3C	NORTH YORK	2,555	West
M8V,M8W,M8X,M8Y,M8Z,M9A,M9B,M9C,M9P,M9R,M9V,M9W	ETOBICOKE	9,823	West
		100,292	