



2 **Direct Mail**- ads placed in the Shopper's Guide - it is a co-op direct mail in the form of a saving guide. Ads is in **FULL Colour glossy ad on Full Page: 4.5" x 7.625" ad.**

**SHOPPER'S
source**



2007 IN-HOME SCHEDULE	
JANUARY 31	- FEBRUARY 6
MARCH 14	- MARCH 20
APRIL 25	- MAY 1
JUNE 6	- JUNE 12
AUGUST 20	- AUGUST 24
SEPTEMBER 26	- OCTOBER 2
NOVEMBER 7	- NOVEMBER 13

Full Page: 4.5" x 7.625" or Half Page: 4.5" x 3.714

Area	Direct Mail to Homes	Area	Direct Mail to Homes
Scarborough East-A1	39216	Woodbridge/Maple/King City -D4	42763
Scarborough West-A2	76554	York Region - Total	182285
Scarborough-A- Total	115770	Mississauga East-E1	49423
Etobicoke-B1	41917	Mississauga North West-E2N	61800
Etobicoke-B2	39073	Mississauga South West-E2S	35252
Etobicoke-B- Total	80990	Mississauga -Total	146475
North York East - C1	42418	Pickering/Ajax - F	49963
North York West - C2	36502	Brampton East-G1	41485
Toronto East - C3	31205	Brampton West-G2	63877
Toronto West -C4	34702	Brampton - Total	105362
Toronto/North York- C- Total	144827	Burlington - H	48426
Markham/Stouffville-D1	63933	Oakville- I	48352
Thornhill/Concord - D2	32985	Whitby/Brooklin - J1	33276
Richmond Hill-D3	42604	Oshawa/Bowmanville-J2	48000
Newmarket/Aurora- K	36739	Whitby/Oshawa - J	81276
Georgetown/Milton/Acton- N	32877	Newmarket/Aurora- K	36739