

COMMITTEE OF THE WHOLE (WORKING SESSION) – JANUARY 29, 2008

2008 CITY PAGE ADVERTISING SCHEDULE

Recommendation

The Director of Corporate Communications, in consultation with the City Manager, recommends:

1. That Council review the opportunities provided by local newspapers for the placement of the City Page advertisements for the 2008 calendar year and determine which publications or which option described in this report will be used;
2. That Council direct staff to implement the 2008 City Page advertising program, once approved; and
3. That Council receive this report for information purposes.

Economic Impact

The placement costs of the City Page advertisements are budgeted at \$108,525 and are included in the 2008 operating budget.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to finalize the 2008 City Page advertising schedule.

Background - Analysis and Options

In 2000, Council authorized the establishment of a “City Page” to serve Vaughan residents and to be published in a newspaper with the widest circulation possible.

The Corporate Communications department was assigned responsibility for producing and managing the “City Page.” Approximately 70% of “City Page” space is used for statutory ads.

Criteria for selecting a publication for City Page placements could include:

Audited Circulation – A newspaper audited by the industry-standard Canadian Circulation Audit Bureau (CCAB) can accurately report its circulation in the City of Vaughan. If this is not available, a publisher’s sworn statement detailing the circulation of the publication can be requested.

City-wide Circulation – Newspapers with the widest distribution in the City of Vaughan best fulfill the City’s statutory notice requirements.

Weekly frequency – A weekly publishing frequency is required for some statutory notifications.

Placement Costs – The advertising placement rate is negotiated by the Director of Corporate Communications.

Editorial Content – Newspapers publishing local news of interest to the residents and businesses of Vaughan.

Community Engagement – Certain newspapers reach specific communities or groups that may not be served by other publications.

2008 Newspaper Information

The following table lists the circulation and negotiated advertising rates for newspapers serving the City of Vaughan.

Publication	Circulation in Vaughan	Circulation Area	Audited Circulation	Page Rate	Frequency
Vaughan Citizen/Liberal	63,750	All Vaughan	Yes, CCAB	\$1,833	Weekly
Vaughan Weekly	20,000	All Vaughan	No	\$800	Weekly
Lo Specchio	28,000	Woodbridge	No	\$1,500	Weekly
Vaughan Today	69,000	All Vaughan	Yes, CCAB	\$1,486	Weekly
SNAP Vaughan	11,500	All Vaughan (boxes only)	No	\$950	Monthly
Vaughan Perspectives	52,000	All Vaughan	No	\$1,000	Weekly
Jewish Tribune	16,500	Thornhill	Yes, CCAB	\$1,850	Weekly
Shalom Toronto	6,500	Thornhill	No	\$700	Weekly

Advertising Placement Options

The following advertising placement options are provided for discussion purposes only. Option #1 includes the newspapers used for City Page placements in 2007

Publication	Frequency of placement	Cost per insertion	Total cost
Option #1 (based on 2007 schedule)			
Vaughan Citizen/Liberal	Every 2nd week – 26 insertions	\$1,833	\$47,658
Vaughan Weekly	Every 2nd week – 26 insertions	\$800	\$20,800
Lo Specchio	Monthly – 12 insertions	\$1,500	\$18,000
Vaughan Today	Monthly – 12 insertions	\$1,486	\$17,832
Total cost			\$104,290

Based on the selection criteria and submitted vendor information, the City's requirement is met by the Vaughan Citizen/Thornhill Liberal, published by Metroland Media Group Ltd. This is the same publisher that has been awarded City Page advertising contracts for the past five years. Option #2 provides for a weekly advertisement in one publication, which has the advantage of becoming recognized by residents as a regular feature of the paper. Regular weekly placements in one publication also would meet the requirements of other City departments for consecutive placements of statutory notices.

Option #2			
Vaughan Citizen/Liberal	Weekly – 52 insertions	\$1,833	\$95,316
Remaining budget of \$13,209 could be used for special one-off advertising opportunities during the year.			

Option #3 provides for monthly insertions in newspapers requesting advertising placement contracts for the City Page.

Option #3			
Vaughan Citizen/Liberal	Monthly – 12 insertions	\$1,833	\$21,996
Vaughan Weekly	Monthly – 12 insertions	\$800	\$9,600
Lo Specchio	Monthly – 12 insertions	\$1,500	\$18,000
Vaughan Today	Monthly – 12 insertions	\$1,486	\$17,832
SNAP Vaughan	Monthly – 12 insertions	\$950	\$11,400
Vaughan Perspectives	Monthly – 12 insertions	\$1,000	\$12,000
Jewish Tribune	Monthly – 12 insertions	\$1,850*	\$22,200
Total Cost			\$113,028
* If Shalom Toronto is selected, the cost for 12 insertions is \$8,400. Placement schedule would need to be adjusted to comply with 2008 advertising budget of \$108,525.			

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated in the 2008 operating budget.

Regional Implications

Not applicable.

Conclusion

The placement of the City Page advertising contract will provide an effective vehicle for communicating City programs and initiatives to Vaughan residents and businesses.

Attachments

Circulation maps and location lists for local newspapers (9 pages)

Report prepared by:

Madeline Zito, Director of Corporate Communications
Ted Hallas, Manager, Corporate Communications

Respectfully submitted,

Madeline Zito
Director of Corporate Communications

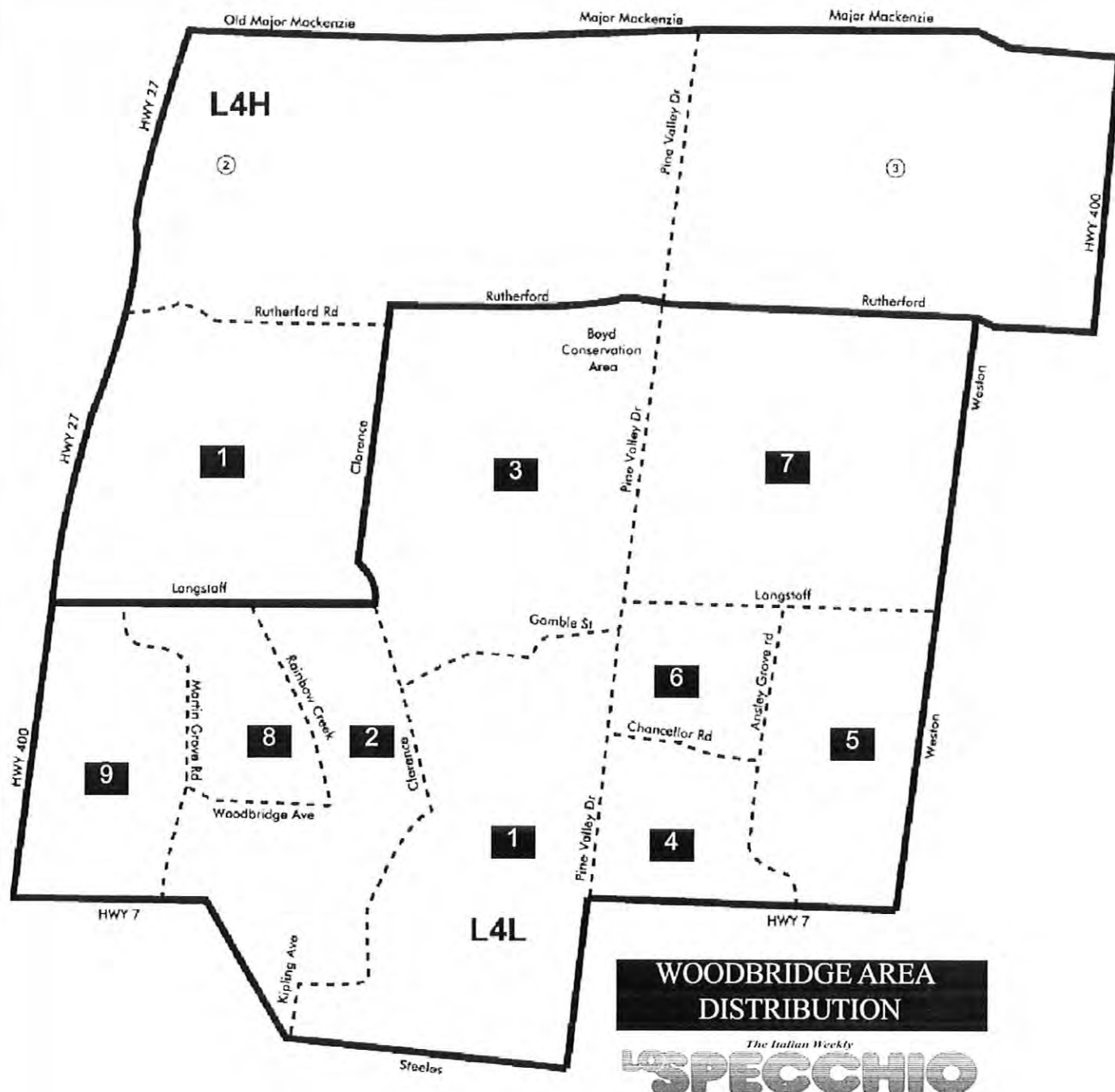
Richmond Hill Liberal		Thornhill Liberal		Vaughan Citizen	
L4E	AA 7826 AB 1488 AC 679 JA 2543 JB 4784 JC 1602 BA 2151 BB 3152 BC 3261 BD 3915 BE 1960 BF 3373 N APTS 923 S APTS 2235 L4B HA 2494 HB 2667 HC 2799 TOTAL 47852	CA 1876 CB 2126 CC 3364 CD 3285 Apts 1301 L4J DA 3201 DB 2319 DC 3793 DD 3173 DE 3648 Apts 1361 L4K EA 2053 TOTAL 31500	L4L GA 7283 GB 1620 GC 3519 GD 2225 Apts 140 L4H KA 1037 KB 963 KC 3310 KD 2196 KE 4242 KF 110 EB 2065 FA 10326 FB 2521 FC 715 FD 775 Apts 155 Kleinburg Thurs 1000 TOTAL 44202		
Kleinburg		TESTON ROAD			
K		H		D U F F E E R I N	
W	Y 2 7	conservation area	Wonderland	L6A	
KE	IP	IN	Y 4 0	K E E E L E	
L4H	V	KC	KD	FA	
KB	GB	GA	W E S T O N	EB	
KA	GC	GD	INDUSTRIAL	DE	
LANGSTAFF	GC	GD	INDUSTRIAL	DC	
VAUGHAN CITIZEN	L4L	41800		DA	
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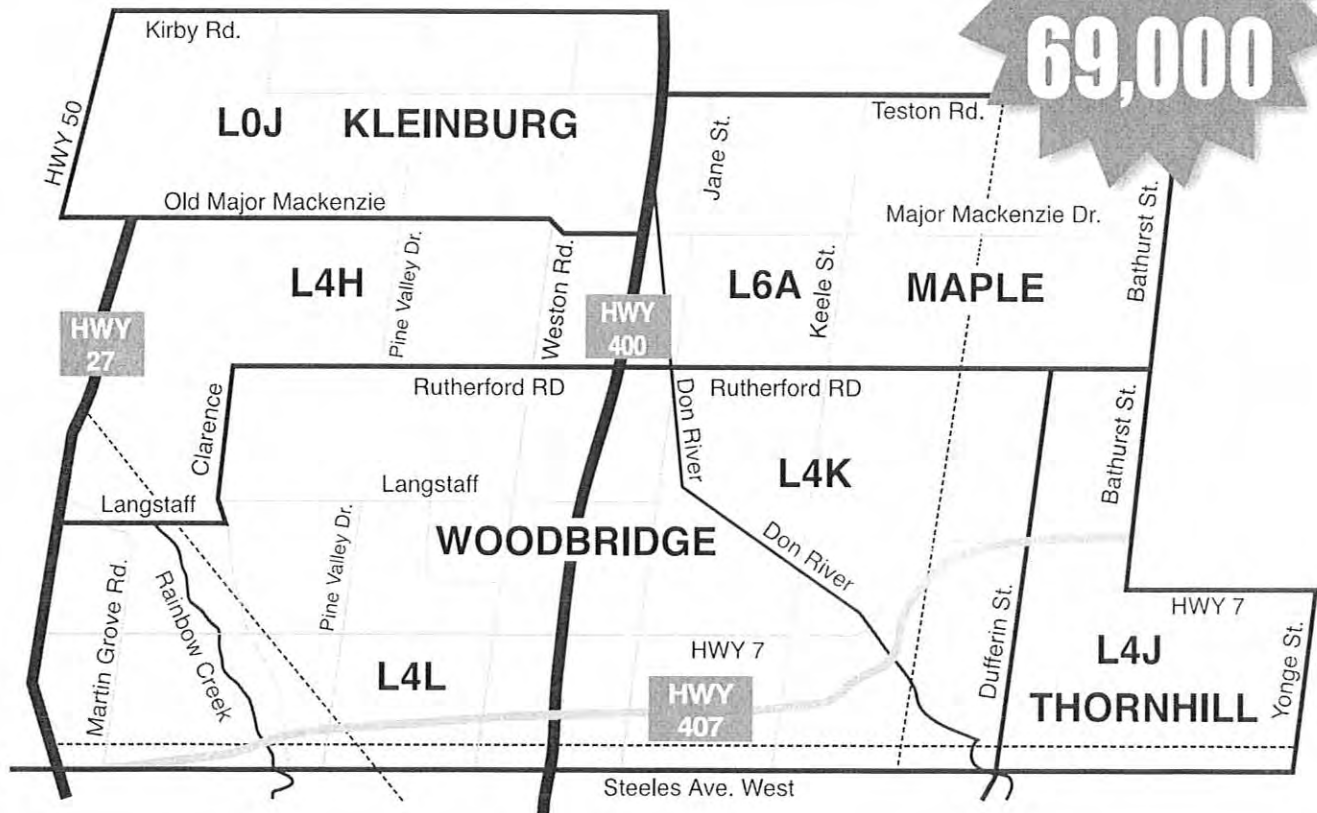


Vaughan today

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 Chartwell Constantia
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 Dufferin Clark Community Centre
 Dufferin Clark Library
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 Extream Pita
 Food Basics
 Fortino's
 Fortino's
 Gardian Drugs
 L.C.B.O.
 L.C.B.O.
 L.C.B.O.
 Longo's (Maple)
 M&M's
 Mamma's Pizza
 Maple Bakery
 Maple Community Centre
 Maple Health Centre
 Maple Health Centre
 Maple Library
 Maple Vac Centre

Woodbridge
 9201 Islington Ave
 7371 Martin Grove Road
 3255 Rutherford Rd.
 900 Clark Ave. West.
 3255 Rutherford Rd.
 50 Interchange Way
 255 Bass Pro Mill's Drive Unit#802
 784 Centre Stret
 1000 New Westminster Dr. *T*
 10462 Islington Ave — *Kleinburg*
 Major Mackenzie & Mcnaughton
 120 Interchange Way
 1441 Clark Ave. W. — *Thornhill*
 1441 Clark Ave. W
 3175 Rutherford Rd. Building #32
 3120 Rutherford Rd
 800 Steels Ave. West
 Major Mackenzie & Jane
 Hwy #7 & Weston
 Major Mackenzie & Jane
 2180 Steels Ave.
 2943 Major Mackenzie
 7850 Weston Rd
 2810 Major MacKenzie
 Major Mackenzie & Jane *Maple*
 Major Mackenzie & Jane
 10040 Keele Street
 10190 Keele Street
 2180 Major Mackenzie
 10190 Keele Street
 Major Mackenzie & Keele

MapleGate Bakery & Deli	9505 Keele St. Unit 5,6,7
Marble Slab	Weston & Hwy 7
Mercedes Benz	9300 Jane Street
Moksha Yoga	28 Roytec Road
Monte Carlo Inn	705 Applewood Cres
Mr. Sub	10 Jacob Keffer Pkwy 
No Frills	Centre Street
Organic Baby World	3120 Rutherford Rd, Unit 17
Oxford Learning	2937 Major Mackenzie Drive
P&G Travel	9222 Keele Street
Pierre Berton Resource Library	4921 Rutherford Road
Ponto Cafe	Rutherford & Keele
Price Chopper	2535 Major Mackenzie Drive
Price Chopper	Major Mackenzie & Weston
Promenade Mall	
Quizino's Sub	Rutherford
Rosemount Community Centre	1000 New Westminster Drive
Rugutterz Danz Artz	151 Corstate Ave 
Running Room	3300 Rutherford Road
Second Cup	2810 Major Mackenzie
Sinopoli's	9681 Jane Street
Starbucks	3175 Rutherford Rd
Starbucks	Dufferin Street
Subway	2180 Steeles Ave. unit 5  
Subway Sub	Rutherford & Keel
The Maytag Store	255 Bass Pro Mill's Drive Unit#703
The Sports Village	2600 Rutherford Road
Totera Fine Foods	2414 Major Mackenzie Drive
UPS	13-3120 Rutherford 
Vaughan Business Enterprise Centre	9995 Keele Street 
Vaughan Chamber of Commerce	160 Applewood Cres unit#32
Vaughan Civic Centre	2141 Major Mackenzie Drive
Vaughan Mill's	
Vellore Village	1 Villa Royale Ave
Wimpy's	200 Edgeley Blvd. Unit 20

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Insert Rates

City of Vaughan – Houses - Postal Codes

Concord	-	L4K	Zone 1 – 2,246
			Zone 2 – 1,996

Kleinburg	-	L0J	Total - 1,788
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Maple	-	L6A	Zone 1 – 2,060
			Zone 2 – 1,286
			Zone 3 – 1,684
			Zone 4 – 2,135
			Zone 5 – 2,258
			Zone 6 – 4,389

Thornhill	-	L4J	Zone 9 – 3,366
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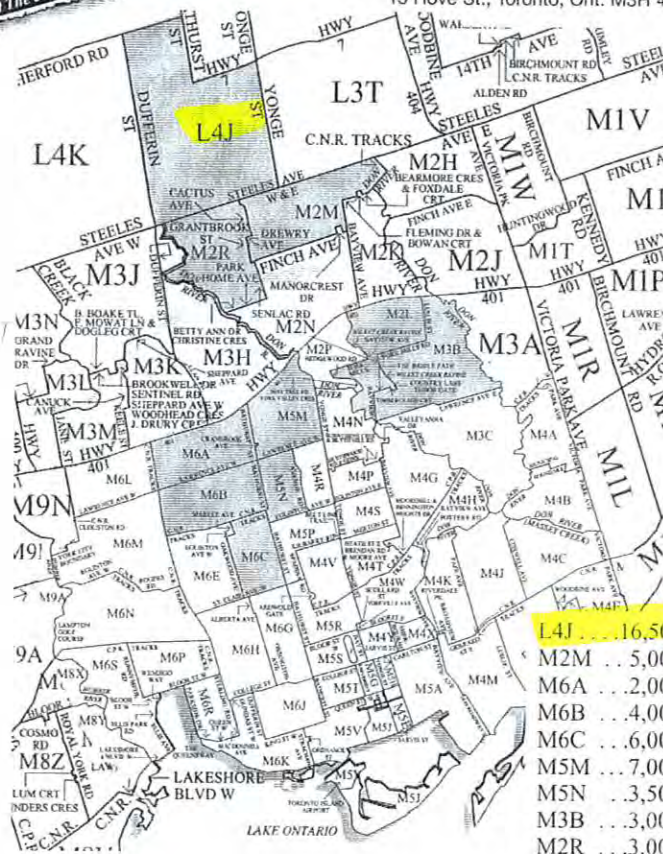
Woodbridge	-	L4H	Zone 1 – 1,840
			Zone 2 – 4,301
			Zone 3 – 5,165
		L4L	Zone 1 – 1,454
			Zone 2 – 1,641
			Zone 3 – 1,696
			Zone 4 – 1,392
			Zone 5 – 2,407
			Zone 6 – 1,104
			Zone 7 – 3,157
			Zone 8 – 703
			Zone 9 – 3,167

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- L4J ... 16,500
- M2M ... 5,000
- M6A ... 2,000
- M6B ... 4,000
- M6C ... 6,000
- M5M ... 7,000
- M5N ... 3,500
- M3B ... 3,000
- M2R ... 3,000

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