

Use the power of media relations to promote...

Every day, Canadians:

Buy 5,466,560 newspapers

Spend 13,200 hours viewing television network news

Purchase 1,172,603 consumer and business magazines

The media surround us all. The media influence us all. Including your customers, members, supporters, and donors.

Sources is a unique service which gives you the opportunity to connect with the people who are the media — the reporters, broadcasters, producers, columnists and magazine writers of Canada. These are the media professionals who can publicize your point of view, your expertise, your company or organization.

More than 13,000 journalists, editors, and freelancers use the **Sources** Web site to find contacts, experts, and spokespersons. More than 12,000 have the current issue of the **Sources** print directory sitting on their desks.

Sources makes it easy for them to find you and reach you. Your presence in **Sources** lets them know that you are available for quotes, background or analysis.

In turn you garner valuable publicity. Publicity that will raise your profile and help you achieve your goals. Publicity that money simply cannot buy.

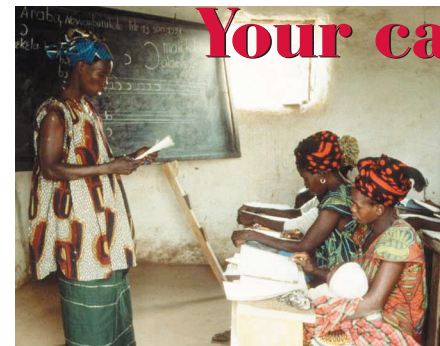
Sources is a highly effective and cost-efficient tool to help you get your story across.

**Sources works.
Put it to work for you.**

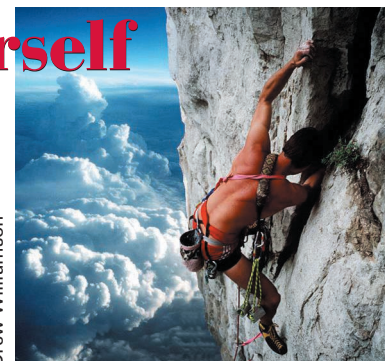
Your business



Your cause



Yourself



Drew Williamson

Include yourself in Sources

Your **Sources** listing will include:

- A 50-word description of your organization.
- A list of up to 15 of your experts and spokespersons, along with their titles, phone and fax numbers, E-mail addresses, etc.
- Up to 40 entries in the Subject Index under the headings which best describe your areas of expertise.
- More than 80% of companies and organizations listed in **Sources** publish their logo with their listing.

Your full profile and contact information appear on the **Sources** Web site as well as in the print edition of **Sources**.

**Call 416-964-7799
or 1-800-299-7990
to include yourself in Sources.**

Sources,
489 College St., Suite 305, Toronto M6G 1A5
Phone: 416-964-7799 Fax: 416-964-8763
E-mail: sources@sources.ca
www.sources.com

2008
62
2008

Sources®

THE DIRECTORY OF EXPERTS AND SPOKESPERSONS

2008
62
2008

Turn to Sources first!

www.sources.com

- Knowledgeable sources
- More than 13,000 newsworthy topics
- Turn to **Sources** to find the experts and leads you need
- Browse through **Sources** to come up with new story ideas

Visit Sources online
www.sources.com

- New listings and updates
- News releases
- Fame & Fortune: Journalism awards
- The online **Sources** Calendar
- **Parliamentary Names & Numbers** - Canada's governments directory

MAIL POSTE
Canada Post Corporation / Société canadienne des postes
Postage paid / Port payé
Catalogue Rate / Tarif des catalogues
1009451