

Month	Theme	Strategy
Jan	Bridal Shows Education / Camp Guide Professional Services Raptors: Italian Day	Supplement Guide / Online ROP ROP
Feb	Valentines Day / Contest Financial Planning / Taxes March Break Travel Auto Show Preview Health & Wellness Savour Vaughan	Spreads Spreads Spreads Supplement Supplement Supplement
Mar	Baptism World Cup Qualifying Soccer F1 Racing North Toronto Today	ROP ROP ROP Supplement
Apr	First Communion Easter Greetings / Colouring/Recipes Volunteer Week Vaughan Home & Garden Leaside Today	ROP Spreads Spreads Supp. / Online Supplement
May	Local F-Series Racing Town Crier Home & Garden Guide Giro d'Italia (Cycling Tour of Italy) Mother's Day: Greetings / Contest May Long Weekend: Garden Blitz Hats off	Sports Section Guide / Online ROP Supplement Spreads Supplement
June	Corriere Anniversary / Contest Flag Day Father's Day: Greetings / Contest Taste of Little Italy (College St) Under 20 World Championship European Cup Eglinton Way Days Yonge Lawrence Days Graduation	Spreads / ROP Spreads Supplement Spreads / ROP ROP ROP Supplement Supplement ROP
July	Canada Day / Multicultural Day Summer Family Picnic Patio Future Italian Day at Woodbine Maple Italian Festival Corso Italia Molson Indy Athlete of the Year	Supplement ROP ROP ROP ROP Spreads / ROP Spreads / ROP Spreads / ROP
Aug	Grape Juice Back to School Serie A Soccer Tony Reyes Festival Hispanic Day Parade Targa Del Corriere	ROP ROP ROP ROP Spreads / ROP Spreads / ROP ROP
Sept	Hispanic Fiesta Education / Resource Guide Summer Holiday Photo Contest Bridal Shows / Fall Fashion Fest Italia Wine Country Harvest Festival Winter Travel / Golf Getaways Grape Juice La Papusa New Car Supplement	ROP Guide / Online ROP Supplement Supplement Supplement Spreads / ROP ROP ROP Spreads / ROP Supplement
Oct	Columbus Day / Thanksgiving Raptors: Latin American Day / Contest Town Crier Home & Garden Guide Vaughan Home & Garden Guide Halloween Colouring Contest Home Show Grape Juice Savour Vaughan Venetian Ball Supplement	Spreads / ROP ROP ROP Guide / Online Guide / Online Spreads Spreads ROP ROP Supplement Supplement
Nov	Holiday Gift Guide Remembrance Day Holiday Happenings	Guide / Online Spreads ROP
Dec	Last Minute Gift Guide Christmas Greetings Boxing Day Babies of the Year / Contest	ROP Spread / ROP Supplement Spreads

## TARGET THE MARKETS THAT MATTER!

- ® Italian 1.2 million strong!
- ® Spanish 400,000 & growing
- ® Portuguese
- ® Local (Town Crier neighbourhoods)
- ® All

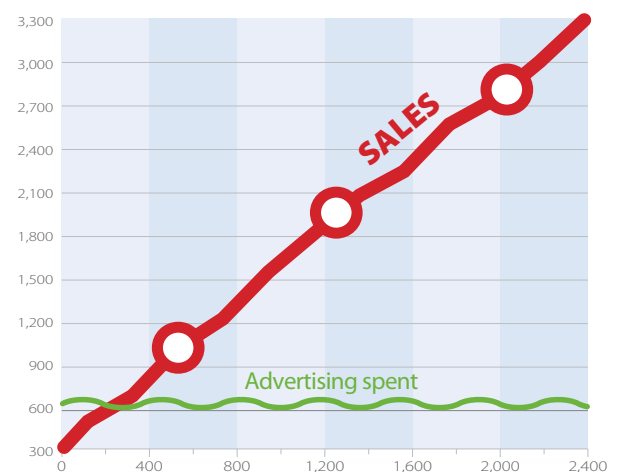
### Plan your business let MulticomMedia assist you work your plan

- Productive advertising offers customers what they want when they want it.
- Consumers buy according to predictable patterns.

### Retailers benefits of planning advertising:

- Selling Opportunities
- Greater control
- Promotional pressure
- More thought
- Eliminates guesswork

## DRIVE YOUR BUSINESS SAVE BIG \$\$\$



### CONTACT US

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