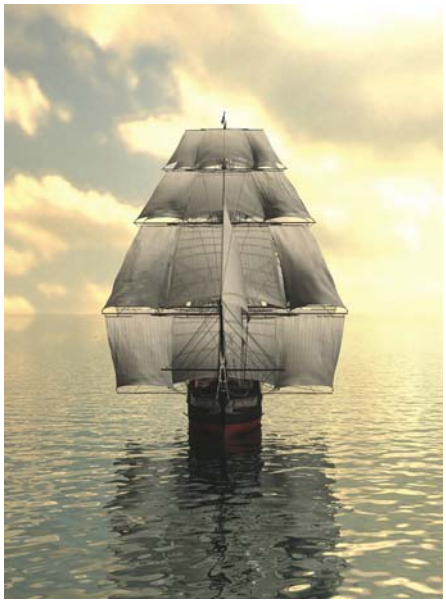
Redpath

TORONTO WATERFRONT FESTIVAL

PRESENTS
Great Lakes United
TALL SHIP CHALLENGE® 2010

JUNE 30 – JULY 4, 2010
TOwaterfrontfest.com



MEDIA SUMMARY

Prepared by:
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August 23, 2010

HARMONY MARKETING

P.R. & MEDIA IMPRESSIONS
Media Impressions (details provided by each media outlet):

Total PR Impressions	92.5 million
Total Media Impressions	81.5 million (81,512,616)
TOTAL IMPRESSIONS	**174.4 Million (174,012,616)**
VALUE OF IMPRESSIONS	**$2 million (minimum)**

CTV / A Channel: Ottawa

Media Impressions	▪ Total Broadcast Audience: 7,812,060 ▪ CTV/A Channel Ottawa Contests: - Redpath Recipe: 117 entries *(one of their most successful contests)* - Youth Sail Training Initiative: 29 essays ▪ Value of Media: $70,000 ▪ Value of Editorial: $60,000 ▪ Total Value: $130,000
Description	▪ /A\ Morning provided regular 'Tall Ship Updates' during the ships travel time to Toronto, also provided web URL for tracking ships ▪ /A\ Morning provided link on atv.ca to RTWF website (and vice versa) ▪ /A\ Morning Contest for Youth Sail Training Initiative ▪ /A\ Morning 'Trip for 2' Contest to attend the RTWF ▪ /A\ Morning Remote from Tall Ship: Roald Amundsen, Friday June 18 (segments airing week of Jun 21)

CTV / CP24 / A Channel: Toronto

Media Impressions	▪ Broadcast Audience: 13,471,800 ▪ Online Viewers: 1,741,131 ▪ Online Contest: 11,143 entries *(one of highest user engagement numbers seen by CTV)* ▪ **Total CTV Impressions 14,212,931** ▪ Total Value: $310,000
Description	▪ Airtime = 176 spots ▪ Noon News Giveaways (x2) ▪ Noon News Live Remote (x2) ▪ CTV News at 6 Coverage ▪ ctvtoronto.ca Online Connected Calendar Listings (3 weeks) ▪ CP24 On-Screen Entertainment Listings (4 weeks, June 7) ▪ CP24 Breakfast Giveaways (x2)

CHFI 98.1 FM: Toronto

Media Impressions	▪ On-Air Impressions: 1,467,103 ▪ Online Impressions: 97,414 ▪ Contest: Total entries: 19,699 ▪ **Total Impressions: 1,564,517** ▪ CHFI Value: $128,200
Description	▪ Website listing, 'Events' page from May 31 – July 4 ▪ '98 Days of Summer' promotion start, June 18 ▪ 0:30 + 0:10 high-rotation commercials start, June 21 – June 28 (includes x55 0:30 spots) ▪ June 28 promotion ends, 0:30 commercials continue until July 3 ▪ 'Bonus Code Event' promotion start, June 21 (traffic driver to RTWF website) ▪ 'Erin & Mike' Promotion, June 18 – 20: x12 pre-produced promos outlining contest details ▪ CHFI Morning Show Promotion, June 21 – 15: x5 Live contests and 21 pre-produced promo

WUTV Fox / WNED / CTM / ENTERCOM: U.S. Media

Media Impressions	▪ WUTV Fox 29 (U.S.): *Numbers not available until the Fall* ▪ WUTV Contest: 250 people entered ▪ WNED Buffalo: 1,142,181+ *(Household Impressions)* ▪ CTM: 46,000 Brochures & 4000 Rack Cards ▪ Entercom (5 Radio Stations): 221,400 ▪ Entercom Contest: 259 entries ▪ Entercom: Direct to Consumer Email: 140,156 (14.6% open rate [high]) ▪ **Total U.S. Impressions to date: 1,553,737**
Description	▪ x75 0:30 spots, May 21 – June 30 (Canada & US combined impressions = 2,947,000) ▪ 'Watch, Text & Win' Promotion ▪ 4 stations (WBEN 930 AM, Kiss 92.5, Star 102.5, AM 1400) x75 spots per station ▪ WTSS – Net on-air reach 64,100 Adults (25-54 with a 3.7 frequency) ▪ WKSE – Net on-air reach of 75,500 Adults (25-54 with a 3.2 frequency) ▪ WWWS – Net on-air reach of 12,800 Adults (25-54 with a 4.7 frequency) ▪ WLKK – Net on-air reach of 40,200 Adults (25-54 with a 4.4 frequency) ▪ WTSS 'One Tank Getaway', 259 entrants (219 female/40 male), promoted via on-air promotional announcements (50 for the week) as well as via mystar1025.com in the 'Listener Rewards Club' ▪ Direct-to-consumer e-mail ('Events & Entertainment' group) 140,156 sent with an outstanding 14.6% open rate

OTHER

Impressions	▪ Toronto Star: 24,991,000 ▪ NOW Magazine: 750,000 ▪ Ontario Place Banners: 904,113 cars *(estimated 1.5 million impressions)* ▪ TTC Posters (x200): 21,218,848 ▪ TTC Poster (Victoria Day): 10,000,000 ▪ TTC "See It Your Way" Flyer: 114,000 *(Matrix Board #s)* ▪ Hydro Pole Banners (x182): 15,000,000 ▪ QQT Banners: 485,940 ▪ Redpath Sugar Packages: 1,800,000 ▪ Redpath Toronto Waterfront Festival Website: 4,484,583 ▪ **Total Other Impressions: 61,247,411**