

Windsor Home Leisure Show

Special Advertising Feature of
THE WINDSOR STAR
windsorstar.com

**PREVIEW
SECTION**

30TH ANNIVERSARY

Publication Date: Wednesday, March 28, 2012
Reservation Deadline: Friday, March 16, 2012

Spring is in the air again as the Windsor Home & Leisure Show celebrates its 30th anniversary. Once again, we have partnered with The Windsor Star to produce a special advertising feature dedicated to our show. This milestone show will run **March 30, 31 and April 1, 2012**. We suggest you enhance your presence at the show by taking out an ad in this special feature. It is statistically proven that those companies which do pre-show promotion generate better results by maximizing their time and investment while at the show.

**For more information about this feature,
contact your Windsor Star Sales Representative
or call 519-255-5720**



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PREVIEW SECTION

The Windsor Star has IMPACT!

- The Windsor Star is Canada's No. 1 metro newspaper in print and online readership per capita.
- windsorstar.com consistently reaches an average of over 265,000 unique visitors each and every month, making this by far the strongest local website in the region.
- Through distribution in The Windsor Star your ad will reach over 143,000 readers.
- With Zoom To My Ad your ad will receive additional ad impressions on windsorstar.com.
- An interactive version of this section, including all display ads, and links to advertiser websites, will be published on windsorstar.com for two months. The section will be promoted through leaderboards directing readers to the section.

8,800,000[†]
page views per month
on windsorstar.com

FULL PAGE
10 col x 297 lines
(11.409" w x 21.214" d)
\$8,625
your package includes
27,777 leaderboards
on windsorstar.com
online value: \$500

1/2 PAGE
10 col x 148 lines
(11.409" w x 10.57" d)
\$4,378
your package includes
27,777 leaderboards
on windsorstar.com
online value: \$400

1/3 PAGE
6 col x 165 lines
(6.77" w x 11.79" d)
\$2,977
your package includes
27,777 leaderboards
on windsorstar.com
online value: \$400

For Colour Add:
1 Colour \$711
2 Colour \$1,023
3 Colour \$1,326

1/4 PAGE
5 col x 148 lines
(5.622" w x 10.57" d)
\$2,294
your package includes
27,777 leaderboards
on windsorstar.com
online value: \$300

1/8 PAGE
4 col x 93 lines
(4.46" w x 6.67" d)
\$1,079

1/6 PAGE
4 col x 46 lines
(4.425" w x 3.29" d)
\$539

2 col x 50 lines
(2.25" w x 3.57" d)
\$298

windsorstar.com

participation agreement (To Be Mailed or Faxed)

YES, our company would like to take part in this unique promotional opportunity. We will purchase space in this special section on **Wed., March 28, 2012**. Our company's total advertising investment will be \$_____ plus HST based on Option _____ on the above Option Form. We will also invest \$_____ plus HST for colour

BILLING INFORMATION

Company Name: _____ Address: _____
 City: _____ Province: _____ Postal Code: _____
 Authorized by: _____ Title: _____ Phone: _____ P.O. #: _____
 Contact for follow-up: _____ Title: _____ Phone: _____ Fax: _____

NOTE

20/20 Show Productions Inc. recommends that this Agreement be returned (mailed or faxed) by **Friday, March 16, 2012**. Send this agreement to:

The Windsor Star
167 Ferry Street, Windsor, ON N9A 4M5
Phone: (519) 255-5720 Fax: (519) 255-5778

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20/20 Show Productions Inc. reserves the right to adjust the date of publication.