

# 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.

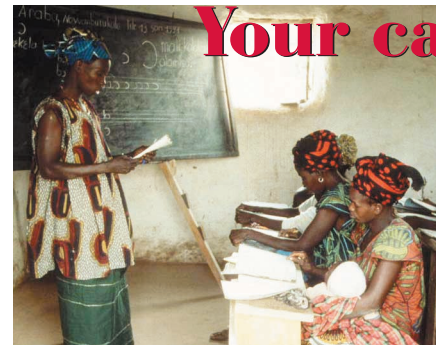
**Sources** is a highly effective and cost-efficient tool to help you get your story across.

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

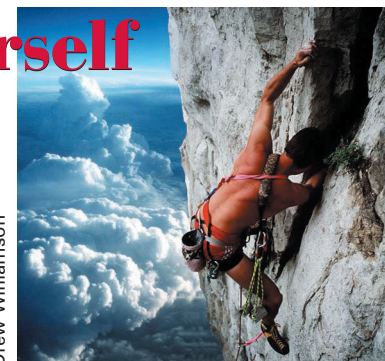
## Your business



## 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.**

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