

Marketing's Coupon Calendar							
	In-Store Events			Other Events		Internet	
Distributor	METROSPOT	News Marketing Canada	IN STORE SOLUTIONS	Cash for Kids (GIF...T) Ontario and Atlantic Canada	Recipes Plus Calendar	Valassis Coupons.com E-mail + Coupon Enablement	Save.ca
2007/2008 Events	32	17	32	9	1	Ongoing	Ongoing
Circ. Qty (in 000) per week 4 week minimum	Ad Pads Typical Program 402.0 per week	Ad Pads Typical Program 300.0 per week	Ad Pads Typical Program 175.0 per week	650.0 In-Store-at-Shelf February	2,000.0 Mag., News. In-Store	Program Dependent	Program Dependent
Regional Availability	National/Regional Sobeys, Sobeys w/Pharmacy, Metro-Richelieu, IGA, IGA Extra, Super C, Price Chopper, Foodland, IGA Foodtown, Lawtons Drugs	Nat/Reg Prov/Chain	ON/Atlantic/QC Loblaws Companies East/ Quebec – Loblaws, Provigo, Maxi and Intermarche	Ontario and Atlantic Canada 1,728 Stores	National	Nat/Reg	Nat/Reg
Closing	6 weeks	3 weeks	3 weeks	October 30, 2007	June 30, 2007	1 week	1 week
Tel # Fax #	322-9404 322-9405 (416)	775-3010 601-9553 (416)	447-9596 447-9896 (416)	515-8165 922-5667 (416)	789-1279 789-1270 (416)	677-0499 677-8021 (905)	621-6100 251-1217 (416)
January 2007	8, 22	1, 29	8, 22			Ongoing	Ongoing
February	5, 19	26	5, 19	2, 9, 16, 23			
March	5, 19	26	5, 19				
April	2, 16, 30	23	2, 16, 30				
May	14, 28	21	14, 28				
June	11, 25	18	11, 25				
July	9, 23	16	9, 23				
August	6, 20	13	6, 20				
September	3, 17	10	3, 17				
October	1, 15, 29	8	1, 15, 29				
November	12, 26	5	12, 26		1		
December	10, 24	3	10, 24				
January 2008	7, 21	7, 28	7, 21				
February	4, 18	25	4, 18	1, 8, 15, 22, 29			
March	4, 18	25	4, 18				

Guide to Calendar Abbreviations:		METROSPOT	-	METROSPOT Marketing Ltd.
New Marketing Canada-	News Marketing Canada	Transcontinental	-	Transcontinental Media Inc. Transcontinental Distribution
Valassis	- Valassis Canada	Save.ca	-	Save.ca Inc.
ICOM®	- ICOM Information & Communications L.P.	GIF...T	-	Grocery Industry Foundation
In Store Solutions	- In Store Solutions Inc.	Prospect Media	-	Prospect Media Inc.
Recipes Plus	- Calendar Marketing Inc.			
Coupons.com	- Valassis Canada			
Valpak	- Valpak of Canada Ltd.			

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	Free-Standing Inserts		Co-op Direct Mail / Home Delivery Targeted or Untargeted				Targeted Direct Mail	Magazine	
	Valassis	News Marketing	Prospect Media	Valassis	Transcontinental		Cox Target Media	ICOM®	Clip n' Save
Distributor	Shop & Save	SmartSource Magazine	Targeted Newspaper/ Poly Bags/Door Hanger Bags/ Cards/ Inserts	Targeted Newspaper/ Poly Bags/Door Hanger Bags/ Inserts	Publisac	Open & Save	Valpak	TargetMail® Co-op	Magazine Outsert Transcontinental
2007/2008 Events	18	20	Ongoing	Ongoing	104	8	Ongoing	2	8
Circ. Qty (in 000) per event	6,100.0	6,300.0	Up to 7,000.0	Program Dependent	3,200.0	Up to 9,855.0	Up to 1,000.0	1,100.0 Annual Database	1,931.0
Regional Availability	Nat/Reg	Nat/Reg	Nat/Reg	Nat/Reg	QC/ON/NB	Nat/Reg Rural	Nat/Reg Local	Nat/Reg	Nat/Reg
Closing	5 weeks	7 weeks	4-6 weeks	4-6 weeks	2 weeks	5 weeks	4 weeks/10 days for Solo Values	June - Fall Nov.-Spring	5 weeks
Tel #	677-0499	775-3010	351-1020	677-0499	337-6920	218-3620	800-268-6866	297-7359	218-3594
Fax #	677-8021 (905)	601-9553 (416)	351-9606 (416)	677-8021 (905)	832-5083 (514)	218-3631 (416)	727-399-3120	297-1341 (416)	227-8324 (416)
In-Home Dates									
January 2007	6, 13	6, 27	Ongoing	Ongoing	Twice a week	2	Ongoing	Survey	22
February	10	17							
March	3, 31	10, 31			52 weeks per year	2			5
April									
May	5	5, 26				1		1-31	14
June	9	23							
July	7	14							
August	18	18				27			30
September	8, 29	8, 29				4		Survey	
October		20				15			1
November	3,24	10						1-30	12
December		1							
January 2008	5, 12	5, 26				1		Survey	21
February	9	16							
March	1, 29	8, 29				7			3