

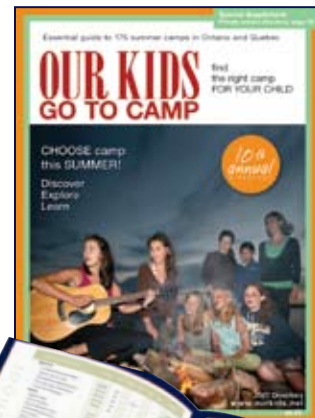
PRIVATE SCHOOL **OUR KIDS** supplement in **GO TO CAMP** magazine

200,000 copies

distributed across Ontario through the *Globe and Mail*
in January 2008

Our Kids Go To Camp is a targeted and cost-effective way to market your school to more than 200,000 families at the beginning of the year. The 2008 issue features a private school supplement.

- Reaching more than 200,000 parents
- Home-delivered to all *Globe and Mail* subscribers across Ontario in January 2008
- On sale at Chapters and Indigo bookstores
- Available at private and public schools, libraries and consumer shows
- Directly distributed at the Our Kids Private School Fairs
- Readers use the magazine repeatedly and pass it along to friends and family



The following schools have already reserved display advertising space in the January 2008 issue:

Alan Howard Waldorf School	Ridley College
Bayview Glen	The Rosedale School
Branksome Hall	St. Clement's School
CCI – The Renaissance School	Sunnybrook School
Crestwood School	Toronto Montessori Schools
Holy Name of Mary College School	Trinity College School
Hudson College	Wishing Well Montessori School

New

All display ads will be positioned online in our e-magazine on www.ourkids.net, with direct links to respective school websites. With more than 10 million hits annually on www.ourkids.net and more than 200,000 magazine readers, Our Kids offers you a targeted print and online marketing package.

Your investment reaches parents all year-long...

80% of Our Kids readers refer to the magazine repeatedly

48% of Our Kids readers keep the magazine for more than six months

60% of parents pass along Our Kids to someone else

More than 10 million hits on www.ourkids.net

See reverse for discount display advertising rate card for all schools listed in 2007-08 *Our Kids Go To School* magazine. ►
Payment isn't due until February and we can customize an installment payment plan for you.

www.ourkids.net

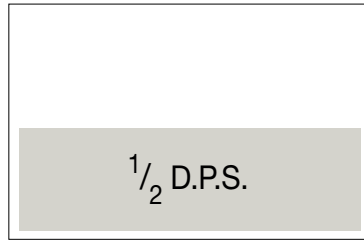
Our Kids Publications Ltd., 4242 Rockwood Road, Mississauga, Ontario L4W 1L8 | fun@ourkids.net | Tel: (905) 272-1843

OUR KIDS

GO TO CAMP magazine



Non Bleed: 14.75 x 9.5"
Bleed Trim: 15.75 x 10.75"



Non Bleed: 14.75 x 4.625"
Bleed Trim: 15.75 x 5.25"



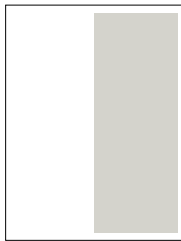
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Bleed Trim: 7.875 x 10.75"



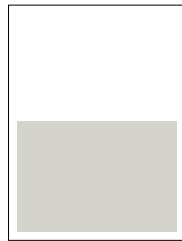
2/3 PAGE

Non Bleed: 6.625 x 6.375"
Bleed Trim: 5 x 10.75"

1/2 PAGE

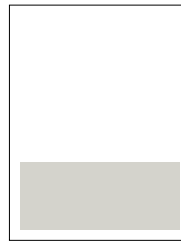


Non Bleed: 3.25 x 9.5"
Bleed Trim: 3.75 x 10.75"



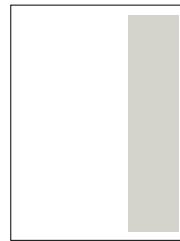
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Bleed Trim: 7.875 x 5.25"

1/3 PAGE

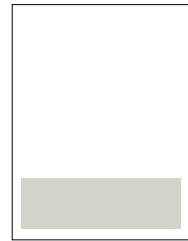


Non Bleed: 6.75 x 3.125"
Bleed Trim: 7.875 x 3.75"

1/4 PAGE



Non Bleed: 2.25 x 9.5"
Bleed Trim: 2.875 x 10.75"

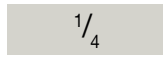


Non Bleed Only: 6.75 x 2.25"

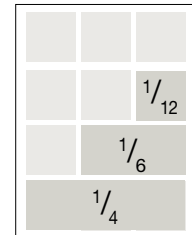


Space is limited and available on a first-come, first-served basis

50% ad discount for schools listing in Our Kids Go To School



MARKETPLACE



2.25 x 2.25"

4.625 x 2.25"

7 x 2.25"

Private SCHOOL SUPPLEMENT in *Our Kids Go To Camp*, special rate: \$1,500 (\$2,950 value)

RATES

<input type="checkbox"/>	Double-Page Spread	\$16,200
<input type="checkbox"/>	1/2 D.P.S	\$11,200
<input type="checkbox"/>	Full page	\$ 9,450
<input type="checkbox"/>	2/3 page	\$ 7,650
<input type="checkbox"/>	1/2 page	\$ 6,300
<input type="checkbox"/>	1/3 page	\$ 3,960
<input type="checkbox"/>	1/4 page	\$ 2,950
<input type="checkbox"/>	Inside Front Cover	\$14,400
<input type="checkbox"/>	Inside Back Cover	\$13,800
<input type="checkbox"/>	Outside Back Cover	\$15,000
<input type="checkbox"/>	1/4 Marketplace	\$ 1,800
<input type="checkbox"/>	1/6 Marketplace	\$ 1,200
<input type="checkbox"/>	1/12 Marketplace	\$ 625
<input type="checkbox"/>	1/4 School Supplement	\$ 1,500

*All rates are in NET Canadian dollars

Space booking deadline: November 16, 2007

Material deadline: November 23, 2007

Fax back to 905-272-0474

Reserved by _____

Title _____

School name _____

Signature _____

Date _____

My school has a camp/summer program
(check to receive our all-inclusive directory listing package)