



Winter (Summer) Destination Blocking Chart

FEB 2nd START DATE

Medium	Market	Editorial	Placement / Ad Size	JAN					FEB				MAR				APR				MAY					# of Wks	TOTAL UNITS			
				29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25					
TravelYukon.com				YUKON LANDING PAGE																										
OUTDOOR																									Units					
BILLBOARDS (20'x X 10'h)	VANCOUVER		Premimum High Traffic Locations						15 Faces				10 Faces				BONUS				10	25								
	CALGARY		Premimum High Traffic Locations						15 Faces				10 Faces				BONUS				10	25								
	EDMONTON		Premimum High Traffic Locations						15 Faces				10 Faces				BONUS				10	25								
MAGAZINE																									CIR					
ENROUTE	National		Double Page Spread, Full Colour (4&5)						FEB				MAR								2	157,359								
OUTDOOR CANADA	National	Fishing & Boating	Double Page Spread, Full Colour						FEB				MAR								2	90,108								
EXPLORE	National		Full Page, Full Colour										MAR				APR				2	28,581								
CANADIAN GEOGRAPHIC TRAVEL	Western Edition	Best Provincial Parks (including Yukon)	DPS Advertorial + Web Package						SPRING																				1	85,000
ONLINE																									IMP					
NETWORKS	Vancouver, Calgary, Edmonton	Example Network: Travel Ad Network, 24/7, Adconion																				3,000,000								
PORTALS (Behavioral Targeting)	Vancouver, Calgary, Edmonton	Example Portals: MSN, Yahoo																				1,000,000								
TARGETED SITES	Vancouver, Calgary, Edmonton	Example Sites: Outdoor Canada.com, Redtag.ca, National / Canadian Geographic.com etc																				1,000,000								
																									5,000,000					