

What is NADbank?

NADbank (Newspaper Audience Databank) is the principal research arm of the Canadian daily newspaper industry.

NADbank designs and conducts research in Canadian markets to provide cost-effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

NADbank Inc.

www.nadbank.com

TORONTO

890 Yonge Street
Suite 200
Toronto, Ontario
M4W 3P4
Phone (416) 923-3569
Fax: (416) 923-4002

MONTRÉAL

4300 rue Saint Ambroise
app. 413
Montréal, Québec
H4C 3R3
Phone (514) 932-9720

NADbank Structure & Governance

NADbank is a tri-partite organization comprised of daily newspapers, advertising agencies/media buying companies, and advertiser members. NADbank is governed by a Board of Directors, a Technical Committee and a Membership Services Committee.

Board of Directors

Kevin Bent (Chair)

President and Publisher
Pacific Newspaper Group

Andrew Saunders (Vice-Chair)

Vice President Advertising Sales
The Globe and Mail

Veronica Engelberts (Treasurer)

President
Vector Media

Anne Crassweller

President
NADbank Inc.

Sunni Boot

President & CEO
ZenithOptimedia Canada Inc.

Don Brander

Publisher, The Guardian
Group Publisher Transcontinental
Media Nova Scotia and Prince
Edward Island

Jean Durocher

vice-président,
marketing et ventes
La Presse, Ltée

Philippe Guay

Vice President, Toronto National Sales
Quebecor Media Inc.

Sara Hill

President
M2 Universal Communications
Management

Kin-Man Lee

Chief Financial Officer
Sun Media Corporation

Sandy MacLeod

Vice President
Consumer Marketing
Toronto Star

Bill McDonald

Group Publisher
Metro English Canada

John Tarantino

vice-président,
directeur média
COSSETTE

Alain Tardy

vice-président, services média
marketel

Robert Troutbeck

President
Troutbeck Chernoff Inc.

Peter Vaz

Vice President, Director
Digital Communications
M2 UniversalDIGITAL

Technical Committee

The Technical Committee is responsible for the development of NADbank studies including methodology, technical requirements and questionnaire content.

Membership Services Committee

The Membership Services Committee provides direction on promoting NADbank within the advertising community and develops resources to assist members in using the NADbank study.

Membership in NADbank is
your competitive advantage

NADbank
Newspaper Audience Databank Inc.

2009 | STUDY



2009 NADbank Study

The ONLY Complete Source for Daily Newspaper Readership Data

NADbank Inc. has been the principal research arm of the Canadian newspaper industry since 1984. Every year NADbank has improved and enhanced its extensive database. NADbank Inc. designs and conducts research in Canadian markets to provide cost-effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

Each yearly NADbank study has two components:

- A 15-minute telephone interview is conducted with a random sample of a local market's residents. This telephone interview provides a comprehensive source of market level data on daily newspaper readership, demographic data and information on general media usage.
- A mail-back questionnaire is offered to each telephone respondent. This questionnaire collects extensive product category, retail shopping, and lifestyle data.

NADbank 2009 readership study for all markets will be released early March 2010 and the product study will be released in May. The Study will consist of the most recent readership data for 83 daily newspapers in 53 markets. Comprehensive product usage data will be available in 22 urban markets.

NADbank Inc. continues to build on its strength as an urban market study by increasing the value of the study for our members. By becoming a member of NADbank Inc., your company has the opportunity to contribute to the ongoing development of daily newspaper research in Canada.

Benefits of NADbank Membership

- Credible and accurate readership information on 83 daily newspapers in 53 urban markets.
- Comprehensive local retail, product category, and lifestyle data in 22 urban markets.
- Direct online access to NADbank data through one of our authorized software suppliers (Nielsen IMS, Telmar HMS).
- Access to geodemographic cluster analysis through authorized suppliers.
- Executive Summary of readership results for all newspapers measured in the NADbank study.
- Consultation with NADbank staff on study results and trends.
- Customized analysis and study reports.
- Study highlights, updates and resource material available on a bilingual website (www.nadbank.com).
- The opportunity for advertising agencies and advertisers to sponsor proprietary questions in the product study.
- Annual presentations and workshops on study results.
- Voting privileges
- The opportunity to contribute to the ongoing development of daily newspaper research in Canada.

2009 NADbank Study

Annual Membership March 2010-March 2011



Company Name: _____
 Address _____ City: _____
 Province: _____ Postal Code: _____ Website: _____
 Tel: _____ Fax: _____ Email: _____
 Company Representative: _____

full name and title

Calculation of Membership Fees

Advertising Agency/Media Management Company

Base fee \$765	\$ _____
+ Total Canadian media billings over \$5 million each 5 million dollar increment _____ x \$138	\$ _____
+ multiple office fee _____ x \$155 /each additional office	\$ _____

(Please provide contact names, titles, telephone numbers and email addresses for additional offices)

TOTAL \$ _____

e.g. \$20 million in Canadian media billings:
 (\$765 base fee) + (3 x \$138) = \$1,179 + 1 additional office (\$155)
 = \$1,334 NADbank 2009 Study fee

Newspaper Advertiser

National Advertiser \$1,300	\$ _____
Regional/Provincial Advertiser \$1,050	\$ _____
Local Advertiser \$525	\$ _____
Non-profit advertisers reduce fee by 25%	\$ _____

Associate Member

1. Consultant/Creative or Strategic Planning Company/ Non-Newspaper Advertiser/Industry Association Flat Rate \$2,485	\$ _____
2. Authorized Research Supplier (Rates on request)	\$ _____
3. Authorized Data Users Flat Rate: National \$5,000	\$ _____
Regional \$2,500	\$ _____
4. Educational Institution Flat Rate \$150	\$ _____

Subtotal: \$ _____

+ GST/HST \$ _____

Total NADbank 2009 Study Fees \$ _____

The release date for the 2009 Study is March 2010. The undersigned has executed and is bound by the terms of the NADbank End User Agreement upon joining NADbank Inc. Failure to deliver an executed copy of this Membership Form to NADbank Inc. by February 26, 2010 will cause the termination of the NADbank End User Agreement.

Please complete and sign this form then fax/email it to the attention of MeLing Johnston, Vice President, Member Services.

NADbank Inc. 890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

Tel: (416) 923-7724 Fax: (416) 923-4002 Email: mjohnston@nadbank.com

Dated at _____ this _____ day of _____, 201 _____

 NADbank Inc. member NADbank Inc.

 Chief Financial Officer* Member Company Name

* CFO signature is required for Advertising Agencies/Media Management Companies to verify total Canadian media billings.