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 spokesper-
sons. 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.

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 spokes-
persons, 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.
Sources,
489 College St., Suite 305, Toronto M6G 1A5
Phone: 416-964-7799 Fax: 416-964-8763
E-mail: sources@sources.ca
www.sources.com

Updated regularly at www.sources.com