Use the power of media relations to promote...

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 spokespersons. 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 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 spokespersons, 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 to include yourself in Sources.

Visit Sources online at www.sources.com
- New listings and updates
- News releases
- Fame & Fortune: Journalism awards
- The online Sources Calendar
- Parliamentary Names & Numbers - Canada's governments directory