



Bowdens

Bowdens Media Monitoring Ltd.

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Bowdens Analysis

Standard Ad Value Report

BOWDENS ANALYSIS

Standard Ad Value Report

June 2003 to June 2003

DAWNA PANAS
BOWDENS ANALYSIS
2206 EGLINTON AVE. EAST
SUITE 190
SCARBOROUGH, ON
M1L 4T5



Order Number: 94635

Client Number: 73740

Client Name: BOWDENS ANALYSIS

Invoice Comments: SAMPLE STANDARD ANALYSIS ORDER

Methodology: *Ad values generated in this report are based on topic mention, relevance and actual advertising rates from individual media outlets*

Content Summary:

1. Media Type Chart

Monthly exposures by media type, expressed as percentage and quantity.

2. Province Summary Chart

Ad value, by Province and media type summarizing topics.

3. Topic Breakdown Chart - Quantity

Monthly totals of topics for all media for the selection period with Quantity.

4. Topic Breakdown Chart - Ad Value

Monthly totals of topics for all media for the selection period with Ad values.

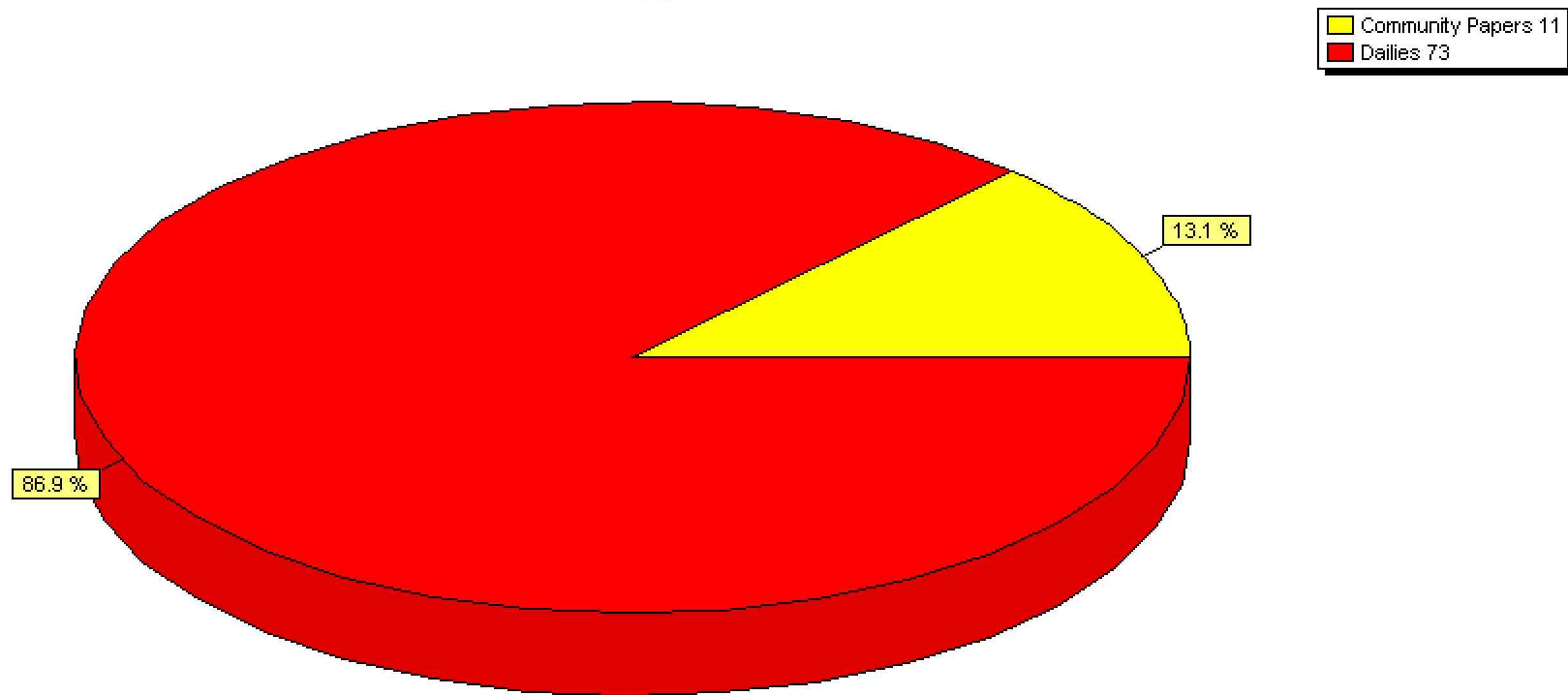
5. Report Details

Details for items analyzed during reporting period, sorted by Province by media outlet by Air/Publication date.

6. Report Summaries

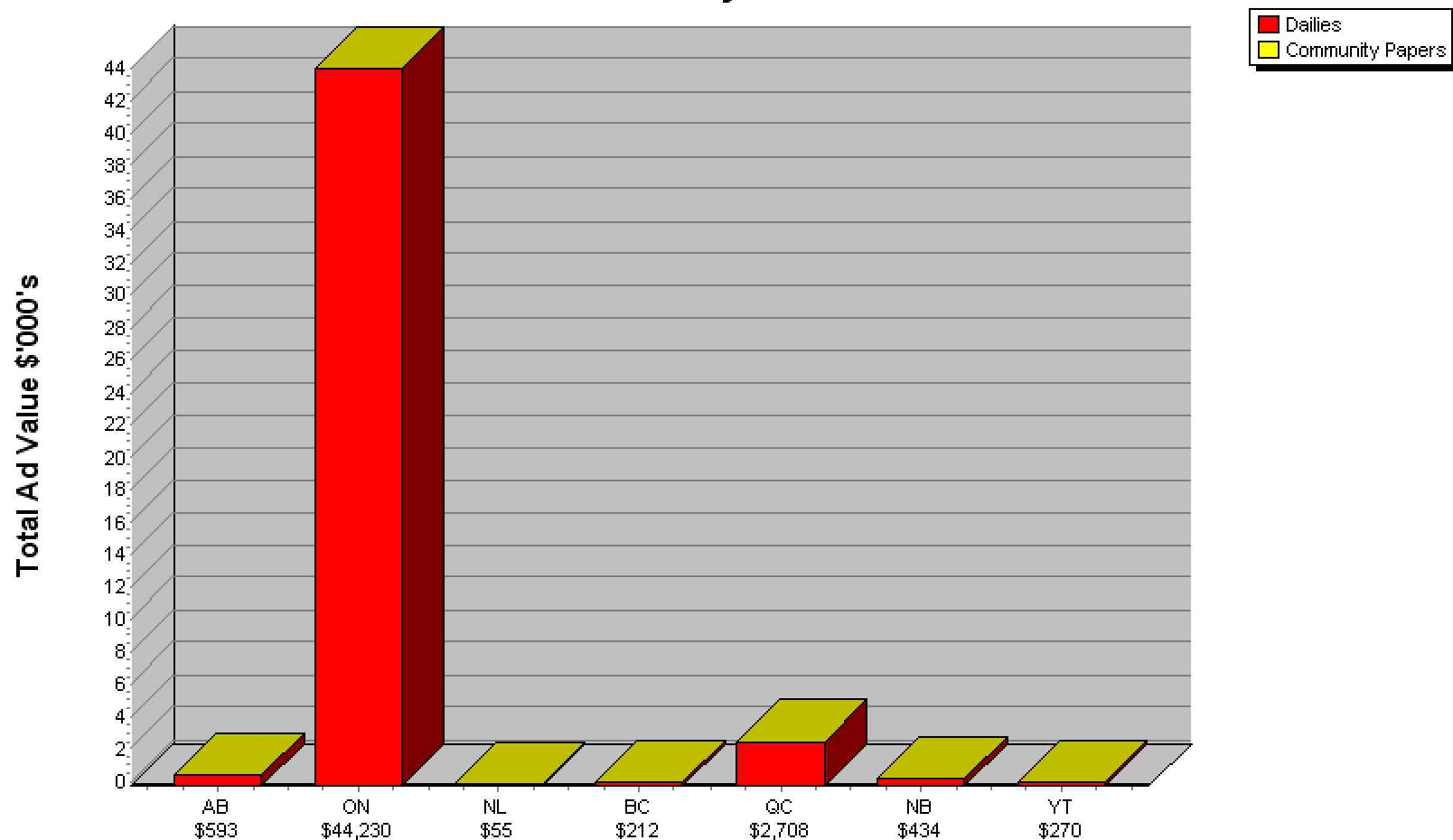
Summaries by Topic, by Province and by Media Type expressing Item, Audience/Circulation and Ad value.

1. Media Type Chart

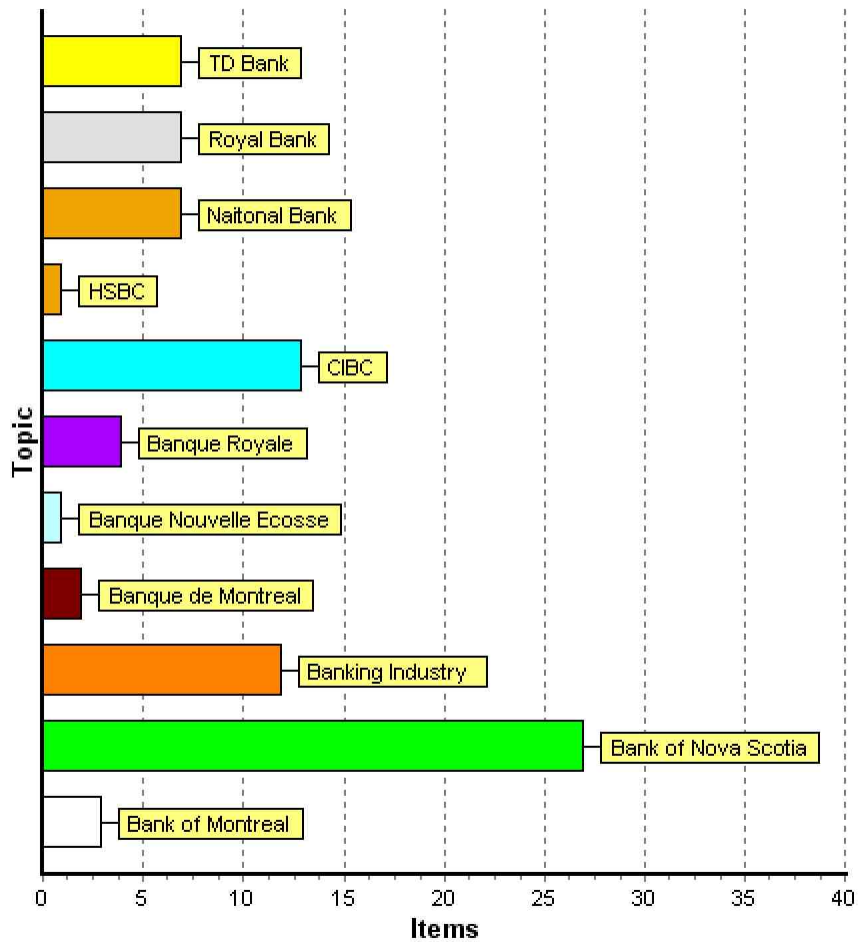


Monthly exposures by media type, expressed as percentage and quantity

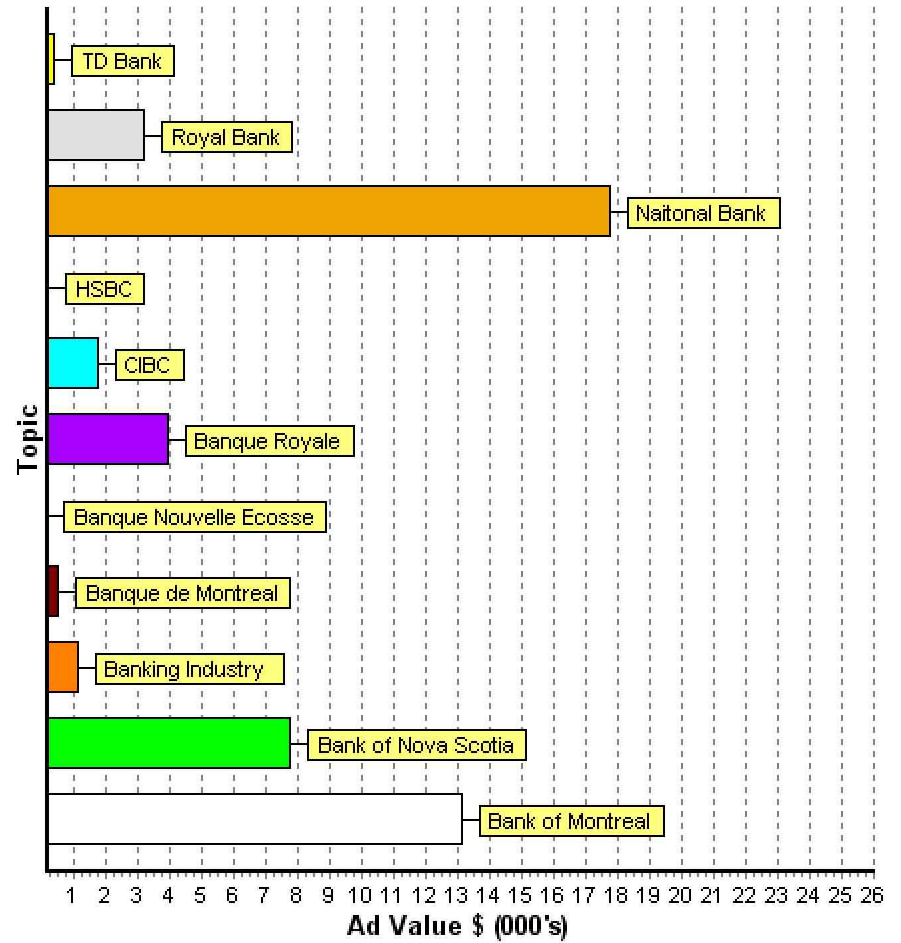
2. Province Summary Chart



3. Topic Breakdown Chart - Quantity



4. Topic Breakdown Chart - Ad Value



Client Name: BOWDENS ANALYSIS
 Order Number: 94635
 Report for: June 2003 to June 2003

SAMPLE STANDARD ANALYSIS ORDER

By Process Date

5. Report Details

| Reference | Issue Date | Media | Audience/ Circulation | Media Type | Topic | Ad Value |
|-----------|------------|---------------------------------------|--------------------------|------------|---------------------|----------|
| 2E228B-1 | 3/24/2003 | Red Deer Advocate, Red Deer, AB | 18,796 | Dailies | Bank of Nova Scotia | 86 |
| | | | 18,796 | | Banking Industry | 16 |
| 2e2285-1 | 3/28/2003 | The Sun Times, Owen Sound, ON | 17,000 | Dailies | Banking Industry | 13 |
| 2E22E2-1 | 4/5/2003 | Standard-Freeholder, Cornwall, ON | 15,080 | Dailies | Banque Royale | 40 |
| 2E22DD-1 | 4/9/2003 | The Express (Meaford), Meaford, ON | 3,000 | Community | Bank of Nova Scotia | 8 |
| 2E22DA-1 | 4/9/2003 | The Nor'Wester, Springdale, NL | 4,800 | Community | Bank of Nova Scotia | 55 |
| 2E22D0-1 | 4/11/2003 | The Lethbridge Herald, Lethbridge, AB | 20,337 | Dailies | Bank of Nova Scotia | 8 |
| | | | 20,337 | | Banking Industry | 51 |
| 2E2350-1 | 4/14/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | Bank of Nova Scotia | 47 |
| 2E5B3F-1 | 4/22/2003 | The Toronto Star, Toronto, ON | 454,992 | Dailies | Banque Royale | 3,245 |
| 2E2256-1 | 5/1/2003 | La Presse, Montreal, QC | 205,000 | Dailies | CIBC | 95 |
| 2E225A-1 | 5/1/2003 | Le Journal de Montreal, Montreal, QC | 262,000 | Dailies | CIBC | 98 |
| 2E2241-1 | 5/1/2003 | The Gazette, Montreal, QC | 136,271 | Dailies | Bank of Nova Scotia | 72 |
| 2E21E9-1 | 5/1/2003 | The Globe and Mail, Toronto, ON | 337,288 | Dailies | Bank of Montreal | 11,937 |
| 2E226F-1 | 5/1/2003 | The Windsor Star, Windsor, ON | 81,500 | Dailies | Banking Industry | 82 |
| 2E2299-1 | 5/2/2003 | La Presse, Montreal, QC | 205,000 | Dailies | Bank of Montreal | 48 |
| 2E2297-1 | 5/2/2003 | La Presse, Montreal, QC | 205,000 | Dailies | Bank of Nova Scotia | 95 |
| 2E2299-1 | 5/2/2003 | La Presse, Montreal, QC | 205,000 | Dailies | Bank of Nova Scotia | 48 |
| 2E2297-1 | 5/2/2003 | La Presse, Montreal, QC | 205,000 | Dailies | CIBC | 95 |
| 2E2290-1 | 5/2/2003 | The Gazette, Montreal, QC | 136,271 | Dailies | Bank of Nova Scotia | 72 |
| | | | 136,271 | | CIBC | 107 |
| 2E2282-1 | 5/2/2003 | The Observer, Hartland, NB | 4,200 | Community | Banking Industry | 17 |
| 2E229B-1 | 5/2/2003 | The Sudbury Star, Sudbury, ON | 20,323 | Dailies | Royal Bank | 28 |
| | | | 20,323 | | TD Bank | 28 |
| 2E22F4-1 | 5/3/2003 | The London Free Press, London, ON | 124,926 | Dailies | Bank of Nova Scotia | 70 |
| 2E229A-1 | 5/3/2003 | The London Free Press, London, ON | 124,926 | Dailies | CIBC | 731 |
| 2E22F4-1 | 5/3/2003 | The London Free Press, London, ON | 124,926 | Dailies | TD Bank | 104 |
| 2E22E3-1 | 5/6/2003 | La Presse, Montreal, QC | 205,000 | Dailies | Bank of Nova Scotia | 48 |
| | | | 205,000 | | TD Bank | 95 |
| 2E22E8-1 | 5/6/2003 | Le Devoir, Montreal, QC | 30,000 | Dailies | CIBC | 44 |
| | | | 30,000 | | Naitonal Bank | 33 |

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| Reference | Issue Date | Media | Audience/ Circulation | Media Type | Topic | Ad Value |
|-----------|------------|--|--------------------------|------------|------------------------|----------|
| 2E22E6-1 | 5/6/2003 | Ottawa Sun, Ottawa, ON | 50,759 | Dailies | Bank of Nova Scotia | 20 |
| | | | 50,759 | | Banking Industry | 163 |
| 2E22F7-1 | 5/7/2003 | Le Droit, Ottawa, ON | 34,826 | Dailies | Banque de Montreal | 43 |
| 2E230A-1 | 5/8/2003 | Le Devoir, Montreal, QC | 30,000 | Dailies | Banking Industry | 33 |
| | | | 30,000 | | Banque Royale | 11 |
| 2E230B-1 | 5/8/2003 | The Hamilton Spectator, Hamilton, ON | 105,000 | Dailies | Bank of Nova Scotia | 69 |
| 2E228C-1 | 5/9/2003 | The Mitchell Advocate, Mitchell, ON | 3,045 | Community | Naitonal Bank | 3 |
| 2E227E-1 | 5/10/2003 | The Recorder and Times, Brockville, ON | 13,750 | Dailies | Bank of Nova Scotia | 8 |
| | | | 13,750 | | Banking Industry | 152 |
| 2E2272-1 | 5/10/2003 | The Standard, St. Catharines, ON | 48,000 | Dailies | Bank of Nova Scotia | 12 |
| 2E231A-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | Bank of Nova Scotia | 3 |
| 2E2347-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | Bank of Nova Scotia | 3 |
| 2E231A-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | Banking Industry | 6 |
| | | | 14,300 | | CIBC | 3 |
| 2E2347-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | CIBC | 3 |
| 2E231A-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | Naitonal Bank | 3 |
| 2E2347-1 | 5/11/2003 | The Renfrew Weekend News, Renfrew, ON | 14,300 | Community | Naitonal Bank | 3 |
| 2E227F-1 | 5/12/2003 | Le Nouvelliste, Trois-Rivieres, QC | 43,243 | Dailies | Bank of Montreal | 1,012 |
| | | | 43,243 | | Royal Bank | 286 |
| 2E231E-1 | 5/13/2003 | The Lethbridge Herald, Lethbridge, AB | 20,337 | Dailies | Bank of Nova Scotia | 8 |
| 2E2331-1 | 5/13/2003 | The Lethbridge Herald, Lethbridge, AB | 20,337 | Dailies | Bank of Nova Scotia | 17 |
| 2E231E-1 | 5/13/2003 | The Lethbridge Herald, Lethbridge, AB | 20,337 | Dailies | Banking Industry | 153 |
| 2E2331-1 | 5/13/2003 | The Lethbridge Herald, Lethbridge, AB | 20,337 | Dailies | Banking Industry | 254 |
| 2E234F-1 | 5/14/2003 | The Prince George Citizen, Prince George, BC | 19,100 | Dailies | Banque Nouvelle Ecosse | 32 |
| 2E231F-1 | 5/14/2003 | The Prince George Citizen, Prince George, BC | 19,100 | Dailies | CIBC | 58 |
| 2E2253-1 | 5/14/2003 | The Whitehorse Star, Whitehorse, YT | 3,650 | Dailies | Naitonal Bank | 270 |
| 2E2284-1 | 5/15/2003 | The Toronto Star, Toronto, ON | 454,992 | Dailies | Naitonal Bank | 17,314 |
| | | | 454,992 | | Royal Bank | 2,722 |
| 2E2315-1 | 5/16/2003 | L'Acadie Nouvelle, Caraquet, NB | 20,000 | Dailies | Bank of Nova Scotia | 12 |
| | | | 20,000 | | TD Bank | 17 |
| 2E232C-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | Bank of Nova Scotia | 5 |
| 2E2332-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | Bank of Nova Scotia | 9 |

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|---------------------|------------|--|--------------------------|------------|---------------------|---------------|
| 2E232C-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | Banking Industry | 37 |
| | | | 8,500 | | CIBC | 5 |
| | | | 8,500 | | Royal Bank | 5 |
| 2E2332-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | Royal Bank | 5 |
| 2E232C-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | TD Bank | 5 |
| 2E2332-1 | 5/16/2003 | Nanaimo Daily News, Nanaimo, BC | 8,500 | Dailies | TD Bank | 5 |
| 2E232F-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | Bank of Nova Scotia | 8 |
| 2E2341-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | Bank of Nova Scotia | 8 |
| 2E232F-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | CIBC | 8 |
| 2E2341-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | CIBC | 8 |
| | | | 28,000 | | Naitonal Bank | 33 |
| 2E232F-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | Royal Bank | 8 |
| 2E2341-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | Royal Bank | 8 |
| 2E232F-1 | 5/16/2003 | The Kingston Whig-Standard, Kingston, ON | 28,000 | Dailies | TD Bank | 16 |
| 2E224F-1 | 5/16/2003 | Times & Transcript, Moncton, NB | 38,664 | Dailies | CIBC | 387 |
| 2E2344-1 | 5/17/2003 | Observer, Sarnia, ON | 26,000 | Dailies | Bank of Nova Scotia | 18 |
| 2E5BC5-1 | 5/27/2003 | The Toronto Star, Toronto, ON | 454,992 | Dailies | Bank of Nova Scotia | 1,808 |
| 2E6183-1 | 5/27/2003 | The Toronto Star, Toronto, ON | 454,992 | Dailies | Bank of Nova Scotia | 4,966 |
| 2E5BC5-1 | 5/27/2003 | The Toronto Star, Toronto, ON | 454,992 | Dailies | Banque Royale | 523 |
| 2E2277-1 | 5/16/2005 | Le Devoir, Montreal, QC | 30,000 | Dailies | Banque de Montreal | 363 |
| | | | 30,000 | | HSBC | 53 |
| Grand Totals | | | 7,007,160 | | | 48,502 |

By Issue Date by Media Outlet by Category by Keyword

6. Report Summaries

| Media Type - Per Province | Audience/ Circulation | Items | Ad Value |
|---------------------------|--------------------------|----------|-------------|
| ALBERTA | | | |
| Dailies | 159,614 | 8 | 593 |
| Total | 159,614 | 8 | 593 |

| | | | |
|-------------------------|----------------|-----------|------------|
| BRITISH COLUMBIA | | | |
| Dailies | 114,700 | 11 | 212 |
| Total | 114,700 | 11 | 212 |

| | | | |
|----------------------|---------------|----------|------------|
| NEW BRUNSWICK | | | |
| Community Papers | 4,200 | 1 | 17 |
| Dailies | 78,664 | 3 | 416 |
| Total | 82,864 | 4 | 434 |

| | | | |
|---------------------|--------------|----------|-----------|
| NEWFOUNDLAND | | | |
| Community Papers | 4,800 | 1 | 55 |
| Total | 4,800 | 1 | 55 |

| | | | |
|------------------|------------------|-----------|---------------|
| ONTARIO | | | |
| Community Papers | 106,145 | 9 | 35 |
| Dailies | 4,163,088 | 31 | 44,195 |
| Total | 4,269,233 | 40 | 44,230 |

| | | | |
|---------------|------------------|-----------|--------------|
| QUEBEC | | | |
| Dailies | 2,372,299 | 19 | 2,708 |
| Total | 2,372,299 | 19 | 2,708 |

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| Topic - Overall | Audience/ Circulation | Items | Ad Value |
|------------------------|--------------------------|-----------|---------------|
| Bank of Montreal | 585,531 | 3 | 12,997 |
| Bank of Nova Scotia | 2,383,668 | 27 | 7,582 |
| Banking Industry | 299,816 | 12 | 977 |
| Banque de Montreal | 64,826 | 2 | 406 |
| Banque Nouvelle Ecosse | 19,100 | 1 | 32 |
| Banque Royale | 955,064 | 4 | 3,818 |
| CIBC | 1,114,061 | 13 | 1,644 |
| HSBC | 30,000 | 1 | 53 |
| Naitonal Bank | 548,287 | 7 | 17,660 |
| Royal Bank | 591,558 | 7 | 3,062 |
| TD Bank | 415,249 | 7 | 271 |
| Total | 7,007,160 | 84 | 48,502 |