Media Blocking Chart 2013

NOVA SCOTIA		r	Marcl	1		Δ	pril			Ma	v			June	,			July	,			Aug	ust			Sen	teml	ber
Media			1	Т	+	T	T	П	Т	T	,	t	П			Ť	Т	T	Т	7	Т	٦٠٠٤	ust					
	25	4	11 :	18 2	5 1	8	15	22	29	6	13 20	27	3	10	17 2	24	1	8	15	22	29	5	12	19	26	2	9	16
ATIONAL, ONTARIO & QUEBEC																												
TV: 30's, :60's, Conventional and Specialty																												
Toronto (7 Weeks)												Т	T			Т	Т	Т	\Box	П								\Box
Ottawa (5 Weeks)							Т			Т		Т	Т			Т		Т		П	П						\neg	П
Montreal: Eng (7 Weeks)																\Box	\Box	\Box	\Box	\Box								
Montreal: Fr (5 Weeks)												\top				\Box												
Total Specialty (National)												\top				\Box												
En Route TV				Т						Т		Т	Т			Т	Т	Т	Т	П	\Box							П
Digital (Online) - News, Travel, Networks, General Interest, Social Networks																												
Video, standard units, sponsorships, mobile, tablet, etc.					П	Т	Т			Т		Т				Т		Т		П								\Box
Toronto/Ottawa		П											İ	П		\top	Ť	\top	Ť	\dashv	\dashv							\dashv
Lighthouse - Mobile campaign		П		T	T	Т	Т						_			\top	Ť	\top	Ť	\dashv	\dashv							\neg
Montreal (Eng & Fr)		П		\top												\top	Ť	\top	Ť	\dashv	\dashv							\neg
Facebook Hit the Road promo			\Box	\top													\top	\dashv	\top	\dashv	\neg							\neg
Out-of-Home	· ·																											
Toronto:				Т	Т	T	T		\Box	Т		Т				Т	Т	П	Т	П	П							\Box
Digital Board - Gardiner Expressway																				T								
Billboards																Ť	T	T		T	T							\neg
Wall Mural							Т			Т										T								
LCD Linked Video Wall																				T								
Vesitbule Domination				Т	Т	Т	Т					Т	Т							T								
Outdoor Installation - Lighthouse										П										T								
TTC - Digital Network						Ī	Ī																					
Newspaper																												
Toronto																												
Montreal																Т				П								П
National																\perp	\perp	\perp	\perp									\Box
OUISBOURG 300 - Montreal																												
Newspaper: Montreal					\Box											T												
Billboards: Montreal																												
MARITIMES																												
Summerscapes Calendar DM/FSI				Т	T							Т				Т		Т	T									
Hit the Road Promotion - Facebook Nova Scotia				\top	\top			H	T			Ė	_				\dagger	\dashv	\top	\dashv	\dashv							\neg
TV: News Remotes				\top	\top			\Box	\dashv	T	T	T																
Live Segments			\forall	\top	+	\top	\top	H	\dashv	\dashv	\top	$^{+}$				T												
:30 Pre-promotional spots	\neg	П		\top	\top			П	\dashv	\top		\top	T	П														\neg
Online				\top	\top	\top	\top	П	\top	\forall	\top	T	\dagger	П													\neg	\neg
Fall Campaign - TBD	\neg			\top	\top			П	\dashv			Ť		П		T												
Newspaper:	$\overline{}$			\rightarrow	\rightarrow			\vdash		_		_	_			\rightarrow	\rightarrow	\rightarrow	\rightarrow	\rightarrow	\rightarrow	-						