

**When:** 6:00 PM to 9:00 PM —Mondays March 22 and 29,  
April 5, 12, and 26 and May 3, 2010

— Dinner included —

**Where:** CARF – Canadian Advertising Research Foundation

This six-part workshop series is designed for media planners and buyers, media sales people or anyone wishing to further their understanding of the research that supports the sale and purchase of media in Canada. Each session is hosted by an expert in that field and designed to resolve the confusion around measurement of that particular medium. The evening is informal, the food is good, and the content invaluable in enhancing your career.

**March 22 – Television – Paul Street, Director of Research, CTV**

What are all these numbers and how can I use them to serve my business better? How can I ask the right questions to find out the 'real' story? How do the PPM portable meters work exactly – and how do they compare to old meters and diaries? When should I be using qualitative data and how do I know if it's valid?

**March 29 – Radio – David McDonald, Group Manager, Broadcast Investments, M2 Universal**

How are audience estimates produced? What is the effect of multiple weeks of measurement? How can RTS help determine the value of what I buy or sell? How is PPM changing what is reported? How will it affect benchmarks and currencies?

**April 5 – Out-of-home – Sharon Dixon, Manager, MediaLab, Mediaedge:cia**

How do I determine which of the numerous outdoor vehicles to use to fit my objectives when there are so many options? What does COMB do? What outdoor planning tools are available and how do they work?

**April 12 – Newspaper – Susan Ellsworth, VP Research Director, OMD**

How can I use newspaper research to better understand consumers? What's more important – circulation or readership? Why are there so many databases? Do I need really readership data in single-paper markets? This seminar will also discuss content/sectional readership and using lifestyle segmentation.

**April 26 – Magazines – Clarence Poirier, VP Research, St. Joseph Media**

What can I find in PMB? How do I mine these data for the right answers? How do magazines fit into media plans? What are the strategies for achieving different goals with magazines? What's the value of circulation, "shelf-life" and other factors that are unique to magazines?

**May 3 – Online – Virginia Pino, VP Market & Consumer Intelligence, MediaCom**

This seminar will provide an overview of the many tools available to understand the viability of online media as an advertising vehicle, and will cover all data sources available in Canada today.

**Register early.**

**Attendance is limited.**

**Registration fees (Dinner included) ♦ Payment required prior to each session**

♦ **Single session**

Members: \$120+ \$6.00 GST Non-members: \$140+ \$7.00 GST

♦ **10% discount for 2 sessions**

Members: \$108.00+ \$5.40 GST Non-members: \$126+ \$6.30 GST

♦ **15% discount for 3 sessions**

Members: \$102.00+ \$5.10 GST Non-members: \$119+ \$5.95 GST

♦ **20% discount for 4 sessions**

Members: \$96.00+ \$4.80 GST Non-members: \$112+ \$5.60 GST

♦ **25% discount for 5 sessions**

Members: \$90.00+ \$4.50 GST Non-members: \$105 + \$5.25 GST

♦ **30% discount for 6 sessions**

Members: \$84.00+ \$4.20 GST Non-members: \$98+ \$4.90 GST

**Complete form and return with cheque payable to CARF or fax to  
(416) 413-3879 Register at the CARF website – www.carf.ca**

**No cancellations ♦ Notification of substitution required prior to session**

**For information, please call CARF at (416) 413-3864 or  
email – TKormann@tvb.ca**

CARF

160 Bloor Street East, Suite 1005  
Toronto, Ontario M4W 1B9

Name: .....

Company: .....

Address: .....

.....

Postal Code: ..... Tel: .....

Registration - \$\_\_\_\_\_ + \_\_\_\_\_ (5% GST) = \_\_\_\_\_  
GST (#R100758911)