

FOR IMMEDIATE RELEASE  
February 13, 2008

## CANADA'S LARGEST CHARITABLE ADVERTISING AUCTION TARGETS \$3.0 MILLION IN DONATED MEDIA

(Toronto, Ontario) - The **NATIONAL ADVERTISING BENEVOLENT SOCIETY (NABS) Canada**, will launch its' largest annual fundraising program, aiming for a target of \$3.0 million in donated media.

The 17<sup>th</sup> annual **NABS AD AUCTION** runs from **February 19 – April 17, 2008** and will offer \$3.0 million in media from across the country. As Canada's largest annual charitable media Auction, NABS provides a variety of inventory for re-sale in all media categories, **starting at 50% off rate-card** value. This year more than **300 media packages** will be available - including conventional and specialty television, radio, magazine, newspaper, outdoor and out-of-home, online, research, production and digital signage.

The Auction is open to any advertiser, agency or organization that uses media in their communication planning. The benefits for participation are numerous:

1. **MEDIA FOR EVERY BUDGET** - Packages donated by national, regional and local media companies will range in value from \$200 - \$100,000, starting at 50% of rate card value
2. **TURNKEY ONLINE BIDDING** – registration is free to view all inventory. In addition, all bidding is conducted online at NABS secure Auction website at [www.nabsadauction.org](http://www.nabsadauction.org) and in Quebec at [www.becencanmedia.org](http://www.becencanmedia.org)
3. **MEDIA FLEXIBILITY** – most media packages are available for use up to 12 months from the time of purchase from May 2008 – April 2009

*“Media owners across the country continue to provide generous support for NABS Canada and our regional chapters, NABS WEST and BEC - Bénévolat d'entraide aux communicateurs. As our largest fundraising program, the Auction helps us to meet an increasing demand for services provided to advertising and media industry colleagues and their families; for personal and work-related counseling and short-term financial support,”* says Aldo Cundari, NABS Chair of the Board and Chairman & CEO of The Cundari Group.

The Auction is supported by numerous national, regional and local media companies including:

- Astral Media
- Black Press
- Canoe.ca
- CanWest
- CTVglobemedia Inc.
- CBC Television
- CBS Outdoor Canada
- Corus Entertainment Inc.
- METRO News
- Olive Network
- Pattison Outdoor Advertising
- Quebecor Ventés Média
- RDS / Netstar
- Réseau Sélect / Select Network
- Rogers Media Inc.
- Sun Media & 24 Hours
- Sympatico / MSN
- TIME Canada Inc.
- Torstar Media Group
- Transcontinental Media
- TVA Publications
- Zoom Media

- more -

An additional \$200,000 in media and in-kind services will be donated by a variety of partners to assist NABS in promoting the Auction across Canada:

- ADnews.com
- Alberta Venture Magazine
- Applied Arts Magazine
- Astral Media Outdoor
- Business in Vancouver
- Captivate Network
- CARDonline
- CBS Outdoor Canada
- Clockwork Productions
- Colour Innovations Printing
- DraftFCB Toronto
- Grenier aux Nouvelles
- Infopresse
- Kinetix
- Marketing Magazine
- Masthead Magazine
- Mediair Direct Mail Services
- Media in Canada
- Pubzone.com
- Strategy Magazine
- TAXI Montreal
- Twist Image
- Vigorate Digital Solutions
- ZOOM Media

Any organizations or individual who are interested in viewing the available media, can register to see the entire inventory list for free at [www.nabsadauction.org](http://www.nabsadauction.org) or [www.becencanmedia.org](http://www.becencanmedia.org) . The auction is open to any advertising or media agency, advertiser or any organization that purchase or require media. NABS also produces a 68 page colour catalogue that is available for free by request from the NABS office.

**Any media companies wishing to contribute media for this year can still donate before the end of February.**

**For more information on the Auction, check the website or contact NABS Auction coordinator Jennifer Ruffo at [jenniferr@nabs.org](mailto:jenniferr@nabs.org) or 1-800-661-6227 / 416-962-0446 x 222.**

-30-

## **ABOUT NABS CANADA**

***The National Advertising Benevolent Society (NABS) Canada is the only charitable organization that provides assistance to industry professionals in the communication and related industries who may need help due to illness, injury, unemployment, or financial difficulties. NABS services include a national toll-free counselling HELPLINE (1-888-355-5548), an online job board, financial assistance, online job-board ('CareerSite'), as well as emotional support and other personal and career counselling services.***

***Founded in 1983, and supported 100% by the industry, NABS has contributed more than \$7.5 million in support of industry colleagues (and their families). NABS provides services in every province and has chapters in B.C., Alberta, Ontario and in Quebec through BEC - Bénévolat d'Entraide aux Communicateurs.***