

WORLD TEACHERS' DAY

**The Toronto Star Special Section
Thursday, September 30, 2010**

Booking Deadline: Wednesday, September 22

Material Deadline: Friday, September 24



In anticipation of World Teachers' Day October 5, 2010 the Toronto Star will publish a Special Section on September 30th to celebrate teachers across the province who are making a difference, including the winner of our 2nd Annual Toronto Star Teacher Award. This prestigious award is selected by a panel of judges from more than 180 entries. Other stories in the section will focus on current issues facing Ontario's teachers, schools, students and parents. An engaging and informative read for anyone connected to Ontario's education system.

•Subject to change

EXTEND YOUR MESSAGE ONLINE!

- Purchase a print ad in the Toronto Star's World Teachers' Day section and your message will be extended online with a featured advertiser link on thestar.com for one month.
COST: \$500
- Purchase 100,000 Big Box or Leaderboard Impressions on thestar.com
COST: \$2,500
- **Title SPONSORSHIP OPPORTUNITIES AVAILABLE! -**
Sponsor the entire World Teachers' Day section for a 1 month period! -
COST: \$10,000

Publish your message in Ontario's largest newspaper

- **1,323,000** Adults 18+ in Ontario
- **726,000** Adults 25-54 in Ontario
- **776,000** Adults with household incomes over \$75,000 in Ontario
- **577,000** Parents in Ontario
- **43,000 teachers**

Source: PMB 2009 – Two-Year Study, read Star yesterday
Base: Ontario, Adults 18+(10,113,000)

To book space in this Special Section or for more information,
please contact your Star sales representative.

An additional charge may be applied for late material or late revisions

TORONTO STAR
thestar.com