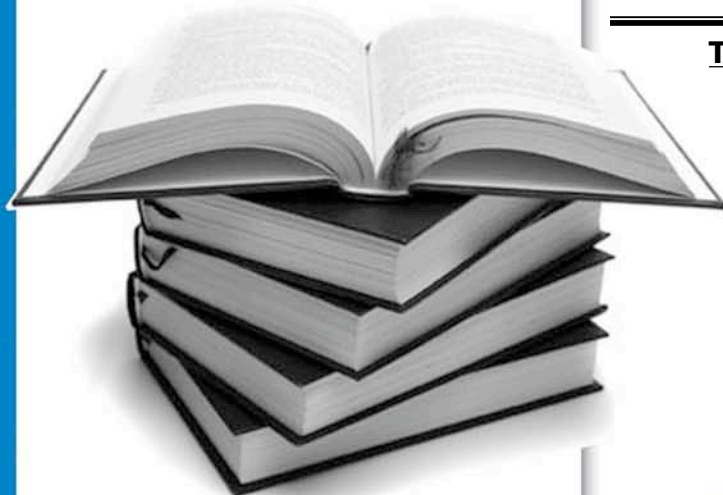


# Continuing Education

The Toronto Star Special Section  
Thursday, August 19, 2010

Booking Deadline: Wednesday, August 11

Material Deadline: Friday, August 13



As the Canadian economy continues to recover, many Toronto-area adults are returning to school to upgrade their skills, expand their qualifications or switch careers entirely. The Toronto Star's special section, Continuing Education, will help readers navigate the many options available at local colleges and universities to ensure they are prepared to adapt to changing roles in their workplace or to take advantage of new employment opportunities. It will also include just-for-fun courses designed to entertain, enlighten and stimulate your brain.

•Subject to change

## EXTEND YOUR MESSAGE ONLINE!

• Purchase a print ad in the Toronto Star's Continuing Education and your message will be extended online with a featured advertiser link on [thestar.com](http://thestar.com) for one month.

**COST: \$500**

• Purchase 100,000 Big Box or Leaderboard Impressions on [thestar.com](http://thestar.com)

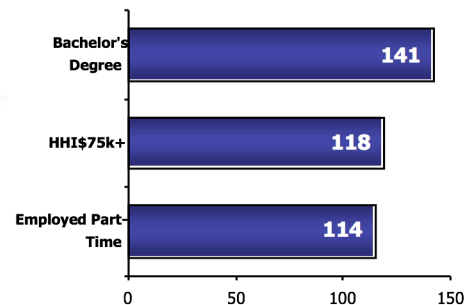
**COST: \$2,500**

• **Title SPONSORSHIP OPPORTUNITIES AVAILABLE!** -

Sponsor the entire Continuing Education section for a 1 month period! -

**COST: \$10,000**

## Toronto Star readers are good targets



Source: PMB 2010 – Two-Year Study, read Star past 7 days  
Base: Ontario, Adults 18+

## The Toronto Star reaches...

- **1,356,000** Adults 18+ in Ontario
- **736,000** Adults 25-54 in Ontario
- **768,000** Adults with household incomes over \$75,000 in Ontario
- **147,000** adults employed part-time and 776,000 adults employed full-time
- **303,000** adults with a bachelor's degree

Source: PMB 2010 – Two-Year Study, read Star yesterday  
Base: Ontario, Adults 18+

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