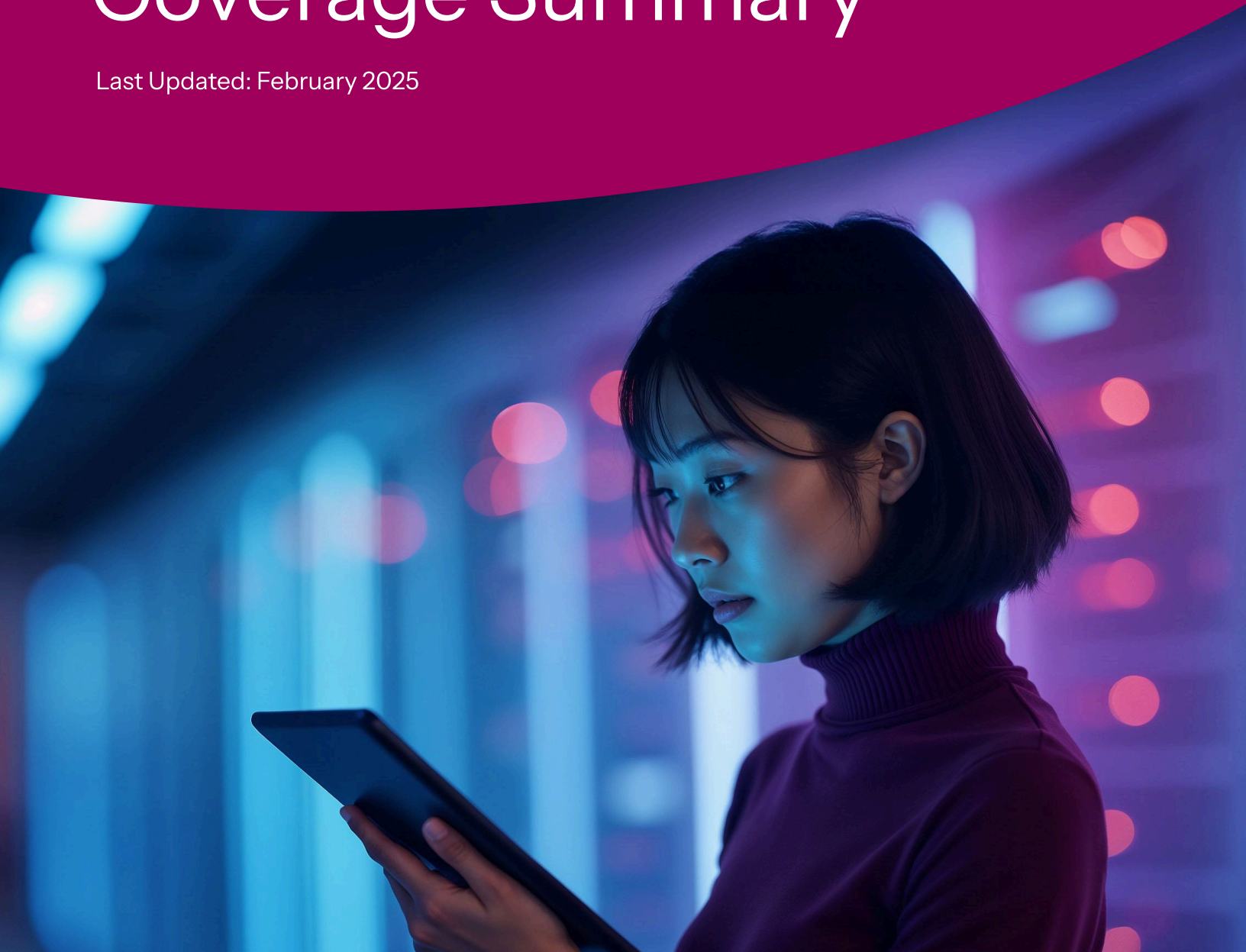


Ad Expenditures Methodology & Coverage Summary

Last Updated: February 2025



Media Type	Factors	Details
Television	Stations Measured	200+
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	Billing statements received monthly from our media supplier partners. Occurrence-level detail from billings are aggregated up to the Brand/Market/Month level
	Inclusions	All commercial types within the commercial break, barring the below
	Exclusions	Station self-promotion, paid programming, infomercials, ad lengths over 120s
Magazine	Publications Measured	69 consumer and trade magazines
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	All magazine advertisements are captured to identify advertiser name and brand, and measured using ad size, colour, pages, and lineage to estimate spend
	Additional metrics available in separate Print Deep Dive analytical tool	Occurrence level detail, media investment by publication, lineage, pages, creative
	Inclusions	All ad types for publications within coverage, barring the below
	Exclusions	Ads smaller than 100 agate lines, free standing inserts, correction notices, advertising by the publication owner

Media Type	Factors	Details
Newspaper	Publications Measured	56 leading daily newspapers
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	Newspaper advertisements are captured to identify advertiser name and brand, and measured using ad size, colour, pages, and lineage to estimate spend
	Additional metrics available in separate Print Deep Dive analytical tool	Occurrence level detail, media investment by publication, lineage, pages, creative
	Inclusions	All sections and ad types for publications within coverage, barring the below
	Exclusions	Flyers, free-standing inserts, ads smaller than 100 agate lines, community/weekly newspapers, classifieds, correction notices, advertising by the publication or its owner
Radio	Stations Measured	More than 700 stations in total, comprised of a combination of radio rep house and local market stations
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	Billing statements received monthly from rep house and local station partners. Occurrence-level detail from billings are aggregated up to the Brand/Market/Month level
	Inclusions	All ads on stations within coverage; online radio
	Exclusions	Ads purchased through non-partner media owners; station self-promotion

Media Type	Factors	Details
Outdoor	Suppliers Covered	Astral, Pattison, Branded Cities, Quebecor, Rogers, Vendo
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	Suppliers provide monthly billing information that outlines expenditures by company and/or brand
	Inclusions	Billboards, transit shelters and benches, washroom advertising, mall posters, airports, interior and exterior transit ads.
	Exclusions	Ads purchased through non-partner media owners
Digital	Sites Tracked	Popular sites visited by Canadians, plus sites visited by digital user panelists
	Data Delivery	Approximately 26-28 days after the end of the media month
	Spend Methodology	Ad impressions calculated using a combination of engagement (provided by Similarweb) and experience metrics. CPMs are aggregated from multiple resources. Ad expenditures calculated by applying a cost-per-thousand (CPM) estimate against ad impression values
	Inclusions	Desktop Display, Desktop Video, Mobile Web
	Exclusions	In-app advertising, walled gardens (with the exception of panelist activity), paid social, paid search, streaming music platforms

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