

Olivia Chow - Trinity Spadina NDP Federal Election Campaign

IN-KIND ELECTION EXPENSES

DATE	DESCRIPTION	AMOUNT	CATEGORY	RELATED DOCUMENTATION
12-Jan-06	Provincial Chinese Campaign TV Ad - OMNI1 (CFMT)	\$ 1,256.71	Advertising	Email from Jess Turk-Browne
23-Jan-06	Office Rental	\$ 5,322.35	Office	Memo - Edward McDonnell
23-Jan-06	Computer Rental	\$ 1,749.92	Office	Memo - Edward McDonnell
29-Nov-05	Signs (Existing Inventory)	\$ 20,150.00	Signs	Invoice
		\$ 28,478.98		

**From:** Jess Turk-Browne [jess@fed.ndp.ca]  
**Sent:** Thursday, January 12, 2006 4:31 PM  
**To:** Edward McDonnell  
**Subject:** FW: Updated local cost for Olivia ad  
Ed,

Here's the update – arrangements will need to be made with riding with regards to separate billing... but (luckily) it is slightly below the prediction.  
Maya from NOW has provided a confirmation that OMNI1 reaches 90% of Ontario and more precise pricing – the calculations below should provide a sound rationale.  
Please let me know if you need anything else.

Thanks,

Jess

Chinese Population in Trinity Spadina 18,900  
Chinese Population in Ontario 481,510  
(according to Elections Canada website  
<http://www12.statcan.ca/english/census01/products/standard/fedprofile/RetrieveTable.cfm?R=FED03&G=35095>)

If the ad runs on OMNI.1 (CFMT) it will reach 90% of viewers in the province of Ontario and is available to viewers across Canada via cable systems served by ExpressVu satellite distribution systems and in the province of Quebec, via Star Choice and Look TV.

Accordingly 90% of the Ontario population is  $481\,510 = 433,354.5$

The Trinity-Spadina campaign's target viewers are 18,900 out of all of the potential Chinese OMNI viewers in Ontario could reasonably be considered as the candidate's target. Chinese viewers in Trinity Spadina = 3.925% of Chinese viewers in Ontario

The total cost of the production of the ad is \$9,309 and the cost of placement is \$22,709 = \$32,018

3.925% of the cost should come under the local ceiling - ~~\$1256.71~~ and the rest is a central expense.

--  
**Jess Turk-Browne**  
Assistant Federal Secretary | Secrétaire fédérale adjointe  
jess@fed.ndp.ca

**Canada's NDP**  
**Getting results for people**  
**Le NPD du Canada**  
**Obtenir des réalisations concrètes pour les gens**  
300 – 279 Laurier West / Ouest  
Ottawa (ON) K1P 5J9  
(613) 236-3613 x2259