

Appendix E

Table: AAP Communication Channels for Bylaw No. 4664 (Regional Water AAP)

Publisher	Channel	Area	Creative Specs	Cost	Publish Dates
Times Colonist	Print	Regional daily (except Mondays)	8.3669 x 10.810	\$5,400	May 22, June 7 & 11
Black Press	Print (Saanich, PNR, Victoria, Oak Bay, Goldstream, Sooke)	Regional (weekly)	7.717 x 11.35	\$5,800	June 4&5, 18&19, 25&26
CRD	CRD Website	Regional	PDF	N/A	May 22
CRD	Email Subscribers	Regional	email / text		May 22
Meta, LinkedIn	FB, LinkedIn	Regional	Post (image, text)	\$550	June 2-30
CRD	Notice Board	Fisgard - Front Lobby	8 x 11 paper notice	N/A	Week of June 2nd
CRD	Notice Board	JDF - East Sooke Community Hall	8 x 11 paper notice	N/A	Week of June 2nd
CRD	Notice Board	JDF - Port Renfrew Community Hall	8 x 11 paper notice	N/A	Week of June 2nd
CRD	Notice Board	JDF - Willis Point Community Hall	8 x 11 paper notice	N/A	Week of June 2nd
Total				\$11,750	

AAP LAUNCH DATE MAY 22

AAP Runs May 22 - June 30