

Astral RadioPlus

2011-2012								2012-2013								2013-2014												
WEEK	M	T	W	T	F	S	S	WEEK	M	T	W	T	F	S	S	WEEK	M	T	W	T	F	S	S					
SEPT. 11	1	29	30	31	1	2	3	4	SEPT. 12	1	27	28	29	30	31	1	2	3	4	SEPT. 13	1	26	27	28	29	30	31	1
	2	5	6	7	8	9	10	11		2	3	4	5	6	7	8	9	10		2	2	3	4	5	6	7	8	
	3	12	13	14	15	16	17	18		3	10	11	12	13	14	15	16	17		3	9	10	11	12	13	14	15	
	4	19	20	21	22	23	24	25		4	17	18	19	20	21	22	23	24		4	16	17	18	19	20	21	22	
	5	26	27	28	29	30	1	2		5	24	25	26	27	28	29	30	31		5	23	24	25	26	27	28	29	
OCT. 11	6	3	4	5	6	7	8	9	OCT. 12	6	1	2	3	4	5	6	7	8	OCT. 13	6	30	1	2	3	4	5	6	
	7	10	11	12	13	14	15	16		7	8	9	10	11	12	13	14	15		7	7	8	9	10	11	12	13	
	8	17	18	19	20	21	22	23		8	15	16	17	18	19	20	21	22		8	14	15	16	17	18	19	20	
	9	24	25	26	27	28	29	30		9	22	23	24	25	26	27	28	29		9	21	22	23	24	25	26	27	
NOV. 11	10	31	1	2	3	4	5	6	NOV. 12	10	29	30	31	1	2	3	4	5	NOV. 13	10	28	29	30	31	1	2	3	
	11	7	8	9	10	11	12	13		11	5	6	7	8	9	10	11	12		11	4	5	6	7	8	9	10	
	12	14	15	16	17	18	19	20		12	12	13	14	15	16	17	18	19		12	11	12	13	14	15	16	17	
	13	21	22	23	24	25	26	27		13	19	20	21	22	23	24	25	26		13	18	19	20	21	22	23	24	
DEC. 11	14	28	29	30	1	2	3	4	DEC. 12	14	26	27	28	29	30	1	2	3	DEC. 13	14	25	26	27	28	29	30	1	
	15	5	6	7	8	9	10	11		15	3	4	5	6	7	8	9	10		15	2	3	4	5	6	7	8	
	16	12	13	14	15	16	17	18		16	10	11	12	13	14	15	16	17		16	9	10	11	12	13	14	15	
	17	19	20	21	22	23	24	25		17	17	18	19	20	21	22	23	24		17	16	17	18	19	20	21	22	
	18	26	27	28	29	30	31	1		18	24	25	26	27	28	29	30	31		18	23	24	25	26	27	28	29	
JAN. 12	18	2	3	4	5	6	7	8	JAN. 13	19	31	1	2	3	4	5	6	7	JAN. 14	19	30	31	1	2	3	4	5	
	19	9	10	11	12	13	14	15		20	7	8	9	10	11	12	13	14		20	6	7	8	9	10	11	12	
	20	16	17	18	19	20	21	22		21	14	15	16	17	18	19	20	21		21	13	14	15	16	17	18	19	
	21	23	24	25	26	27	28	29		22	21	22	23	24	25	26	27	28		22	20	21	22	23	24	25	26	
FEB. 12	23	30	31	1	2	3	4	5	FEB. 13	23	28	29	30	31	1	2	3	4	FEB. 14	23	27	28	29	30	31	1	2	
	24	6	7	8	9	10	11	12		24	4	5	6	7	8	9	10	11		24	3	4	5	6	7	8	9	
	25	13	14	15	16	17	18	19		25	11	12	13	14	15	16	17	18		25	10	11	12	13	14	15	16	
	26	20	21	22	23	24	25	26		26	18	19	20	21	22	23	24	25		26	17	18	19	20	21	22	23	
MAR. 12	27	27	28	29	1	2	3	4	MAR. 13	27	25	26	27	28	1	2	3	4	MAR. 14	27	24	25	26	27	28	1	2	
	28	5	6	7	8	9	10	11		28	4	5	6	7	8	9	10	11		28	3	4	5	6	7	8	9	
	29	12	13	14	15	16	17	18		29	11	12	13	14	15	16	17	18		29	10	11	12	13	14	15	16	
	30	19	20	21	22	23	24	25		30	18	19	20	21	22	23	24	25		30	17	18	19	20	21	22	23	
	31	26	27	28	29	30	31	1		31	25	26	27	28	29	30	31	1		31	24	25	26	27	28	29	30	
APR. 12	31	2	3	4	5	6	7	8	APR. 13	32	1	2	3	4	5	6	7	8	APR. 14	32	31	1	2	3	4	5	6	
	32	9	10	11	12	13	14	15		33	8	9	10	11	12	13	14	15		33	7	8	9	10	11	12	13	
	33	16	17	18	19	20	21	22		34	15	16	17	18	19	20	21	22		34	14	15	16	17	18	19	20	
	34	23	24	25	26	27	28	29		35	22	23	24	25	26	27	28	29		35	21	22	23	24	25	26	27	
MAY 12	36	30	1	2	3	4	5	6	MAY 13	36	29	30	1	2	3	4	5	6	MAY 14	36	28	29	30	1	2	3	4	
	37	7	8	9	10	11	12	13		37	6	7	8	9	10	11	12	13		37	5	6	7	8	9	10	11	
	38	14	15	16	17	18	19	20		38	13	14	15	16	17	18	19	20		38	12	13	14	15	16	17	18	
	39	21	22	23	24	25	26	27		39	20	21	22	23	24	25	26	27		39	19	20	21	22	23	24	25	
JUNE 12	40	28	29	30	31	1	2	3	JUNE 13	40	27	28	29	30	31	1	2	3	JUNE 14	40	26	27	28	29	30	31	1	
	41	4	5	6	7	8	9	10		41	3	4	5	6	7	8	9	10		41	2	3	4	5	6	7	8	
	42	11	12	13	14	15	16	17		42	10	11	12	13	14	15	16	17		42	9	10	11	12	13	14	15	
	43	18	19	20	21	22	23	24		43	17	18	19	20	21	22	23	24		43	16	17	18	19	20	21	22	
	44	25	26	27	28	29	30	1		44	24	25	26	27	28	29	30	31		44	23	24	25	26	27	28	29	
JULY 12	44	2	3	4	5	6	7	8	JULY 13	45	1	2	3	4	5	6	7	8	JULY 14	45	30	1	2	3	4	5	6	
	45	9	10	11	12	13	14	15		46	8	9	10	11	12	13	14	15		46	7	8	9	10	11	12	13	
	46	16	17	18	19	20	21	22		47	15	16	17	18	19	20	21	22		47	14	15	16	17	18	19	20	
	47	23	24	25	26	27	28	29		48	22	23	24	25	26	27	28	29		48	21	22	23	24	25	26	27	
AUG. 12	49	30	31	1	2	3	4	5	AUG. 13	49	29	30	31	1	2	3	4	5	AUG. 14	49	28	29	30	31	1	2	3	
	50	6	7	8	9	10	11	12		50	5	6	7	8	9	10	11	12		50	4	5	6	7	8	9	10	
	51	13	14	15	16	17	18	19		51	12	13	14	15	16	17	18	19		51	11	12	13	14	15	16	17	
	52	20	21	22	23	24	25	26		52	19	20	21	22	23	24	25	26		52	18	19	20	21	22	23	24	
																					53	25	26	27	28	29	30	31

HOLIDAYS ● ● BBM Radio Survey Release Dates - Holidays are highlighted in red

Labour Day	Sept 5, 2011	Sept 3, 2012	Sept 2, 2013	St. Patrick's Day	March 17, 2012	March 17, 2013	March 17, 2014
Thanksgiving Day	Oct 10, 2011	Oct 8, 2012	Oct 14, 2013	Good Friday	April 6, 2012	March 29, 2013	April 18, 2014
Halloween	Oct 31, 2011	Oct 31, 2012	Oct 31, 2013	Easter Monday	April 9, 2012	April 1, 2013	April 21, 2014
Remembrance Day	Nov 11, 2011	Nov 11, 2012					



Astral RadioPlus

On-air, On-line and On-site

Canadians have never stopped tuning into RADIO.

Always accessible, RADIO reaches into the heart of communities with news, insight, entertainment, companionship and a soundtrack for life.

Pervasive via new media platforms, this traditional medium continues to evolve to allow for added content opportunity; interactive mobile, social networking & unique online ad formats. Today's RADIO experience affords a broader listening community with a real world connectivity.

Creative, integrated RADIO solutions abound, utilizing on and offline tools – this multi-faceted approach to RADIO drives a deep engagement with target consumers, builds a strong connection to advertisers' brands, and ultimately enhances recall, intent to purchase and sales. We bring together the tools, the strategy and the creative media services.

2011-12 BBM RADIO SURVEY SCHEDULE

SURVEY	MEASUREMENT PERIOD	RELEASE DATE
PPM WEEKS 40-52	May 30 – August 28, 2011	September 8, 2011
RTS FALL 2011	Fall 2010 / Spring 2011	November 9, 2011
FALL 2011 DIARY	September 5 – October 30, 2011	December 1, 2011
PPM WEEKS 1-13	August 29 – November 27, 2011	December 8, 2011
PPM WEEKS 14-26	November 28, 2011 – February 26, 2012	March 8, 2012
RTS SPRING 2012	Spring 2011 / Fall 2011	TBD May 2012
SPRING 2012 DIARY	February 27 – April 22, 2012	May 24, 2012
PPM WEEKS 27-39	February 27 – May 27, 2012	June 7, 2012
PPM WEEKS 40-52	May 28 – August 26, 2012	September 6, 2012

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