

## **Olive Media adds new solution to advertising toolkit**

### **OLIVE MEDIA ADDS NEW SOLUTION TO ADVERTISING TOOLKIT**

Toronto, ON – March 1, 2011 – Olive Media ([www.olivemedia.ca](http://www.olivemedia.ca)) today announced the launch of Olive Vertical, the latest in a suite of full-service, digital advertising solutions. Olive Vertical, consisting of fully transparent, premium sites, organized by content categories, offers advertisers highly targetable audiences, with cost-efficient reach and total brand safety.

“Olive Vertical really emerged as a response to our advertisers”, says Kristie Painting, VP, Sales and Marketing, Olive Media. “In 2010 we saw two clear trends: advertisers looking for deep content and creative integrations and advertisers seeking guaranteed performance. But our clients were also actively seeking a better option for audience targeting than the Canadian market was offering. They were asking us for cost-efficient ways to reach specific psychographics without sacrificing either content quality or the service levels they enjoy from Olive. Olive Vertical offers efficient and effective niche targeting against audiences such as new moms, celebrity insiders and specific ethnic communities. We’ve also layered in the ability to use emerging ad units across multiple properties in a single buy. And of course we extend the same top-tier service levels that our clients deserve. It has to be easy for the advertiser; that’s an essential part of the value proposition.”

The sites included in Olive Moms, a popular advertiser category, have a potential reach of over 11MM Canadians (according to comScore Inc., Canada Jan. 2011). Other categories in high demand include Olive Autos, Olive Style, Olive Health, Olive Celebrity, Olive Casual Gaming and Olive Luxury. Style sites have some of the highest growth rates of all website categories, with 28% increase in unique visitors (according to comScore Inc., Canada Jan’11-Jan’10 Beauty/Fashion/Style).

”Having the ability to target a particular audience in a safe environment with quality content is key to our advertisers” says Veronica Holmes, President, Digital at ZenithOptimedia. “Olive makes it easy for us to do that.”

For the launch of Olive Vertical, Olive Media decided to have some fun with their own marketing initiative. This morning, key clients received a locked toolkit, with a note announcing the launch of Olive Vertical. “We are an advertising solutions company. Olive Vertical is just one option. Share your campaign objectives, and we’ll engineer a campaign precisely for you”, says Kristie Painting. The note includes an invitation to call Olive for more information plus the key to the toolbox. What’s in the box? “You’ll have to call us to find out”, says Painting.

To learn more about Olive Vertical please visit [www.olivemedia.ca](http://www.olivemedia.ca).

\*\*comScore Media Metrix, “The ComScore 2008 Digital Year in Review: Canada”

About Olive Media: [www.olivemedia.ca](http://www.olivemedia.ca)

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 17.4 million unique Canadian visitors monthly\* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and International content channels, including nytimes.com, CNET.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and International websites in both English and French. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc., a subsidiary of Power Corporation of Canada.

\* comScore Media Metrix (January 2011)