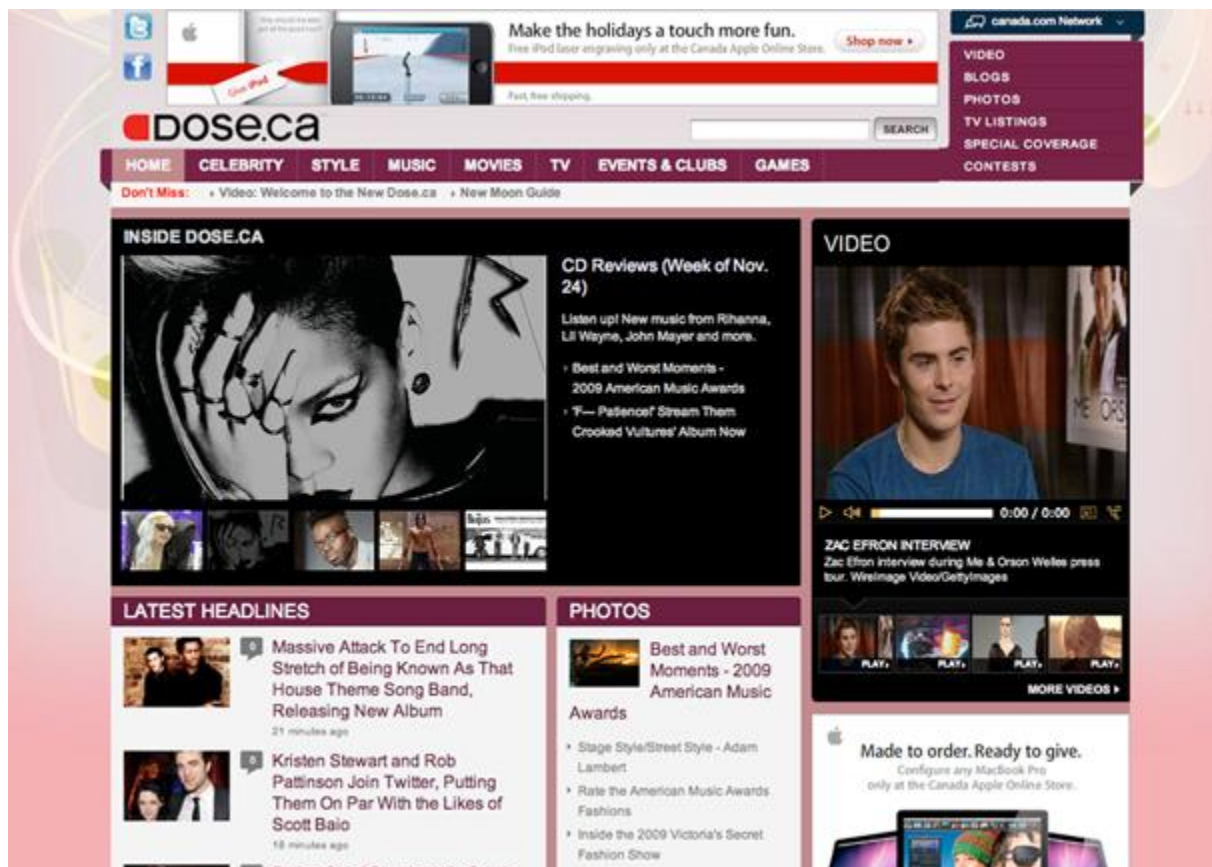


CANWEST ENTERTAINS NEW AD OPTIONS AT DOSE.CA

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Canwest is giving Canadians a new dose of online entertainment information, while providing advertisers with new ways of reaching “young, hip urbanites.”

Dose.ca now features a graphic-enhanced background that can be changed frequently, allowing for unique sponsorship opportunities and background takeovers.

Joe Stolz vice-president of sales, Canwest Digital Media, said the site is uniquely positioned to reach the 18 to 34 demographic, given its unique and original entertainment news content.

“What’s interesting for an advertiser is being associated with that content, being able to play with that content in a way that’s meaningful to the audience,” he said.

The site boasts more visitors in the 18 to 34 demographic than PerezHilton.com, MuchMusic.com, Tmz.com and MTV.ca, he said.

Dose.ca has increased ad units, added a “Style” section and now offers channel takeovers as well as dedicated microsites, like the one created for *The Twilight Saga: New Moon*. The “online guide” at dose.ca/twilight contains exclusive video and interviews, and in the last six months has garnered more than 1.7 million page views.

“Ad units are easy to add, but what’s really interesting is leveraging what we believe to be the core areas of strength—community engagement and independent voice,” he said.

The site now also includes a Facebook Fun Box that displays members’ profile pictures, and appears on the right rail of all article pages. More than 8,000 users have joined in the last six weeks, said Strolz.

Facebook is the second-largest source of traffic behind Google, he said.

“When you consider that TMZ or Perez Hilton has 30,000 and we are nearly a third of that six weeks in, it tells a really strong story about the [Dose] brand,” he said.

An integrated marketing campaign that boasts the new tag line: “Your entertainment fix,” supports the site.

The national effort from **Rethink** includes online, print and broadcast as well as a guerrilla-style outdoor campaign. The media buy was handled in-house.