

Mayor's Annual Report 2005 Fact Sheet

Total Cost = \$ 81,750.14

(\$81,750.14 = \$50,820 printing + \$30,930.14 distribution)

- \$ 50,820: printing of 370,000 copies by Calgary Sun Media
- \$ 30,930.14: Canada Post distribution via unaddressed ad mail delivery to 368,216 Calgary households, at \$.084 per unit.
(\$30,930.14 = 368,216 x \$.084)

Per Unit Cost = equates to \$.22 per copy

(Total cost of \$81,750.14 divided by 368,216 copies = \$.22)

Distribution

Officially begins Friday, February 24, 2006 through Canada Post's unaddressed admail service. Distribution may continue to Monday February 27th and Tuesday February 28th due to flyer delivery schedules.