

FOR IMMEDIATE RELEASE

Media buy auction opening soon: The Canadian Journalism Foundation to auction ad space in the *National Post*, *The Globe and Mail* and the *Toronto Star*

Toronto– May 31, 2013 – An auction for prime advertising space in the *National Post*, *The Globe and Mail*, and the *Toronto Star* is set to open online on **June 3, 9:00 p.m** at the [CJF Online Auction](#) page. The auction will close June 13 at 9:00 p.m., with the winner announced that same evening at the [16th Annual Canadian Journalism Foundation Awards](#) at **The Fairmont Royal York** in Toronto.

“This is an exceptionally generous offering from these news organizations,” says Bob Lewis, chair of [The Canadian Journalism Foundation](#) (CJF). “Bidding on an ad is a great way for corporations and marketers to support our goal of celebrating great journalism and staging public dialogue about the news media.”

The opportunity to bid on the advertising space, each valued at \$25,000, will fall under the following conditions:

- Reserve bid \$12,500
- Applies to web based or print based advertising
- Applies to insert distribution, full colour ads
- Established contract rates apply
- Can be passed on to a third party (Corporate favoured charity)
- Standard Terms and Conditions of Advertising will apply to the ad space purchased. View the conditions for the [National Post](#), [The Globe and Mail](#), and the [Toronto Star](#).

Visit our [CJF Online Auction](#) page to make your online bid beginning June 3, 9:00 p.m. Bidding ends at 9:00 p.m. on June 13. The winners will be announced at the CJF Awards.

Proceeds from the auction will go towards supporting The Canadian Journalism Foundation (CJF), a not-for-profit organization that promotes excellence in journalism by celebrating outstanding journalistic achievement through an annual awards program; by operating journalism websites, [J-Source.ca](#) (English) and [ProjetJ.ca](#) (French), in co-operation with the country’s leading journalism schools; by organizing events that facilitate dialogue among journalists, business people, government officials, academics and students about the role of the media in Canadian society; and by fostering opportunities for journalism education, training and research.

Every year, journalists, academics and business leaders come together to celebrate excellence in journalism at the CJF Awards. This year, **Amanda Lang**, senior business correspondent for CBC News and co-anchor of *The Lang & O’Leary Exchange*, will host the event. **Ken Taylor**, former Canadian ambassador to Iran, will present the [Honorary Tribute](#) to *The New York Times*. **David Carr**, business columnist and culture reporter with the *Times*, will accept the tribute on behalf of the editorial staff. The [Lifetime Achievement Award recipient](#) is **Michael Maclear**, broadcast journalist, war correspondent and independent filmmaker. **Lisa LaFlamme**, chief anchor and senior editor of *CTV National News* will present the award.

Other awards that will be presented at the event include the Excellence in Journalism Award – which will be awarded to winners in two categories: large media and small media – the [Greg Clark Award](#), the [Tom Hanson Photojournalism Award](#), the [William Southam Journalism Fellowships](#), the [Martin Wise Goodman Canadian Nieman Fellowship](#) and the [Atkinson Fellowship in Public Policy](#).

For more information:

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