

Issue	Ad CLOSING	Material CLOSE	STREET DATE	BONUS DISTRIBUTION	SPECIAL FEATURES
February	Jan 6	Jan 9	Jan 22	- Cassies Awards Gala - Ad Week 2010	Creative Report Card Yes, we know you've been counting your trophy haul. But so have we. And using a scientifically calibrated formula, we'll reveal the most winning advertiser, agency and creatives in Canada.
	Dec 30	Jan 6			SPONSORED SUPPLEMENT Out-of-home
March	Feb 5	Feb 12	Feb 26	- ACA Sponsorship Marketing Annual Conference - ACE Awards - Edmonton - <i>Strategy's</i> Shopper Marketing Forum	Design Diaries The value of good design has been universally recognized since the time before branding, and yet, the ways and means brands implement design-thinking continue to grow in scope and importance. <i>Strategy</i> goes behind the scenes with some key players to chronicle the role of design in recent brand inventions and reinventions.
	Jan 30	Feb 6			SPONSORED SUPPLEMENTS Flyers/Radio
April	Mar 5	Mar 12	Mar 26	- CMDC Annual Conference - eMetrics Marketing Optimization Summit - Ad Rodeo - Anvil Awards - Calgary - RAC Symposium - SMCC Sponsorship Marketing Awards - Canada's Next Top Ad Exec	Understanding Youth The digital edition. We asked Canada's youth to spill on digital brands and share their online worlds. From cross-country maps to digital diaries, we reveal what they like and why.
	Mar 1	Mar 5			SPONSORED SUPPLEMENT Online Destinations
May	Apr 9	Apr 16	Apr 30	- Bessies - CNA/ CCNA "Ink & Beyond" Conference - BC AMA Vision Conference - Ad Club Internet Day - CMA National Convention - <i>Stimulant & 'boards</i> present Shift Disturbers	<i>Strategy's</i> cause + action Awards honouring CSR brand plans that are changing minds. And matter <i>Strategy's</i> annual celebration of the brands who are taking a stand and making change in areas such as sustainable development, diversity, and a wide range of cause and social action programs.
					Media Feature Next Media Stars Part 1 Canada's top media agency brass identify the up and coming talent. Find out what they've been up to, and how they see the mediascape unfolding.

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June	May 7	May 14	May 28	- Strategy's 13th Annual Understanding Youth Conference - Cannes Lions	Stimulant Annual The good stuff. Not the okay stuff. Taking a cue from Cannes, <i>strategy's</i> little sister stimulant curates Canada's best creative from all the advertising disciplines. Special issue distributed at Cannes. Media Feature Next Media Stars Part 2 The sequel: More of Canada's top new media shop talent and their recent coups.
	May 3	May 10			SPONSORED SUPPLEMENT Newspapers / Community Newspapers
July	June 4	June 11	June 25		Fall TV The big TV round-up. Your first look at the new programming grids, the network's new strategies, and all the upfront intel affecting Canada's skeds.
	June 1	June 8			SPONSORED SUPPLEMENT Shopper Marketing / Integrating Interactive
August	July 9	July 16	July 30		It Came From Canada Canadian marketing ideas that went global.
	July 6	July 13			SPONSORED SUPPLEMENT Mobile Marketing
September	August 6	August 13	August 30	- AD Club OOH Day - Mobile Innovation Week	The Next Big Thing(s)
	August 3	August 10			SPONSORED SUPPLEMENT Holiday Gift Guide
October	Sept 9	Sept 16	Sept 30	- AD Club Magazine Day - AToMiC	Brand of the Year The brands that own it. These are the players who have built up an unbeatable base over the years, and through clever positioning, products and programs have claimed loyal consumers, and are gleefully reaping rewards & building on that foundation.
	Sept 6	Sept 13			SPONSORED SUPPLEMENT Creative Agencies

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November	October 13	October 20	November 3	- Strategy's Agency / Media Agency Of The Year Gala - Cannes Reel Screening	<p>Strategy's 21st annual Agency of the Year Those who make the shortlist are identified by an industry poll as the most creative, most strategic and most effective agencies in Canada. The winners delivered the five most persuasive campaigns of the year. The bragging rights have no expiry date.</p> <p>+ Media Agency of the Year To identify Canada's best mediacentric accomplishments, the top media agencies are now shortlisted via a rigorous polling process. The winners are the shops responsible for the three most breakthrough media plans of the year, and the media director whose leadership most impressed the jury.</p> <p>+BIG Agencies are doing serious work for brands – beyond advertising. The BIG awards recognize these significant & successful agency/marketer collaborations. Big ideas for big clients. With big impact. Enter your case and see how it measures up.</p> <p>SPONSORED SUPPLEMENT Emerging Media & Technology</p>
	October 8	October 15			
December/ January 2011	Nov 19	Nov 26	Dec 10	TBD	<p>Marketer of the Year The folks behind the brands you couldn't miss. In a good way. They garnered buzz, won fans and moved the industry forward by breaking barriers with new marketing ideas. Canada's ad idols and the overall winner, as per peer voting.</p> <p>+ 7th Annual Canadian Marketing State of the Universe This annual survey of Canadian marketing execs asks the burning questions that inform our state of the nation report – from "whose counsel is more important to you – AOR, media agency, promo or digital shop?" to "do you sway your CEO?"</p>
February 2011	Jan 3	Jan 7	Jan 24	TBD	<p>Creative Report Card Winning awards matters. And we do the math to see whose ad ideas mattered most on the global, national and regional awards show front. Our finely calibrated formula will reveal the most winning advertiser, agency and creatives in Canada.</p>
March 2011	Feb 4	Feb 11	Feb 25	TBD	<p>Design Matters Design is the new media. Design is universal. It cuts through clutter. And its remit is expanding. strategy looks at the positive impact design thinking is having on brands – at every stage.</p>