



# PerfectOutlook Solutions Company

## Advertising Services 0301

	2009	2010	Decrease	%
<b>Total \$ all 0301</b>	\$178,908,071	\$134,387,024	44,521,047	24.9

### Winners by \$\$\$

Firm	2009	2010	Increase	%
<b>Ogilvy Montreal Inc</b>	\$4,795,369	\$5,831,435	\$1,036,066	21.6
Wpp Group Canada	\$136,616	\$581,950	\$445,335	326.0
Affinity Productions Inc.	\$15,008	\$457,212	\$442,204	2946.4
Tns Canadian Facts Inc.	\$15,827	\$199,887	\$184,060	1162.9
Jim Pattison Industries Ltd.	\$103,294	\$254,397	\$151,103	146.3
Poirier Communications	\$47,203	\$188,578	\$141,375	299.5
News Canada	\$241,500	\$371,594	\$130,094	53.9
Publicis Canada	\$15,288	\$86,400	\$71,112	465.1
Palm + Havas Inc.	\$108,620	\$170,723	\$62,103	57.2
The Globe & Mail	48162.68	110220.83	\$62,058	128.9
	\$5,526,887	\$8,252,396	\$2,725,509	49.3

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<http://www.perfectoutlook.com/Notice.html>

Oct-11

**Losers by \$\$\$**

<b>Firm</b>	<b>2009</b>	<b>2010</b>	<b>Decrease</b>	<b>%</b>
<b>Cossette Communication Group</b>	\$136,321,606	\$112,178,386	\$24,143,220	17.7
Marketel / Mccann-Erickson Ltd	\$17,870,969	\$830,982	\$17,039,987	95.4
Allard Johnson Communications Inc	\$4,666,480	\$1,570,119	\$3,096,362	66.4
Compass Communications	\$2,543,466	\$144,333	\$2,399,133	94.3
Acart Communications	\$5,859,204	\$4,955,216	\$903,988	15.4
Spirit Creative Advertising	\$339,444	\$102,293	\$237,151	69.9
Canwest Media Sales	\$100,512	\$13,345	\$87,168	86.7
Day Advertising Group Inc	\$196,455	\$119,605	\$76,850	39.1
University Affairs	\$101,102	\$24,860	\$76,242	75.4
Marketwire	64575	31500	\$33,075	51.2
	\$168,063,813	\$119,970,638	\$48,093,175	28.6

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