

Fill out and fax back to 250-363-3015



# CLIMB on board

The **CANEX Discount Program** is a unique promotional opportunity for local businesses to link with the entire defence community of Maritime Forces Pacific and show support by offering meaningful discounts to the **Canadian Forces**. Locally, the program is administered by Lookout Newspaper at CFB Esquimalt.

## MEMBERSHIP:

When you purchase \$500 worth of advertising in the Base Newspaper, *Lookout*, or one of *Lookout's* many print products, as an added bonus your discount offer will be added to the **CANEX Discount Program**.

## IN RETURN:

- Free, one time process colour in your ad
- Listed on the CANEX Discount Program website: [www.canexdiscounts.ca](http://www.canexdiscounts.ca)
- Listed in a Military Discount ad placed regularly in the Lookout Newspaper
- Listed in the Activity Guide, printed three times a year
- Listed in the Base Information Guide, printed annually

**FURTHER EXPOSURE:** for an additional \$250, we will feature your full colour business ad in the **NEW 2011 Military Discount POCKET GUIDE**, a full colour glossy booklet distributed to the forces and families.

**Yes, I would like to purchase a full color ad in the 2011 Military Discount Pocket Guide.**  
See attached rate sheet with this package.

## SIGN ME UP!

*"The dollar value of this unique program goes beyond the advertising opportunities."*

DATE \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_ WEB ADDRESS \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ BUSINESS CONTACT \_\_\_\_\_

DESCRIPTION OF DISCOUNT \_\_\_\_\_

\_\_\_\_\_

SIGNATURE \_\_\_\_\_

Participants agree to provide a meaningful discount to all members of the Defence Team, including civilians, military, retired military and families and adhere to the terms and conditions of the CANEX Discount Program. I / we will purchase a minimum of \$500 worth of advertising in one or more of the Lookout products annually. These products include the Activity Program Guide, Lookout Newspaper and Base Information Guide.



**CALL Melissa 250-363-3372 for more information,**  
**or e-mail [melissa.atkinson@forces.gc.ca](mailto:melissa.atkinson@forces.gc.ca)**  
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Serving the Defence Team of Greater Victoria