

Order Paper Questions

April 1, 1979 to March 31, 1980

Department	No. of Contracts	Value of Contracts
Secretary of State	1	\$ 25,000.
Supply and Services	3	26,800.
Canadian Unity Information Office	3	3,280,000.
Regional Economic Expansion	1	10,000.
Employment and Immigration	6	1,420,000.
Industry, Trade and Commerce	5	8,625,456.
Energy, Mines and Resources	4	1,744,800.
Finance	1	90,000.
Public Works	1	300,000.
Transport Canada	1	325,000.
Solicitor General	1	31,466.
Health and Welfare	1	250,000.
National Defence	7	1,940,000.
	35	\$18,068,522.

In addition, there were five contracts that pertain to work processed during the fiscal year 1979-80 but which were not actually issued by DSS until the fiscal year 1980-81. The number and value of these contracts are as follows:

Department	No. of Contracts	Value of Contracts
Industry, Trade and Commerce	4	\$ 3,263,456.
Employment and Immigration	1	435,000.
	5	\$ 3,698,456.

Total (\$18,068,522 + 3,698,456) = 21,766,978.

The figures above reflect only the advertising contracts processed through the Department of Supply and Services. Prior to September, 1979, departments and agencies were not required to request advertising services through DSS. With the promulgation of TB Circular 79-30 dated September 19, 1979, all departments and agencies were required to have DSS issue advertising contracts on their behalf. It should also be noted that no advertising contracts were awarded during the election campaign, December, 1979, to February, 1980.

April 1, 1980 to March 31, 1981

Department	No. of Contracts	Value of Contracts
Secretary of State	8	\$ 885,738.
Supply and Services	4	2,512,998.
Justice (Canadian Unity Information Office)	13	13,570,000.
Employment and Immigration	21	4,268,130.
Industry, Trade and Commerce	18	8,885,974.
Energy, Mines and Resources	10	8,924,413.
Finance	9	3,489,411.
Regional Economic Expansion	4	995,000.
National Defence	20	4,232,015.
Transport Canada	9	682,176.
Indian and Northern Affairs	1	161,402.
Agriculture	2	82,505.
Royal Canadian Mounted Police	5	120,385.
Environment	1	20,000.
Canada Post	5	141,993.
Canadian Wheat Board	1	339,000.
Health and Welfare	9	1,868,330.
Public Works	1	200,000.
Statistics Canada	4	1,948,400.
National Research Council Canada	1	1,683.
Solicitor General	1	25,916.
External Affairs	1	53,944.
Revenue Canada, Customs and Excise	1	202,229.
Fisheries and Oceans	1	41,337.
	150	\$53,652,979.

DSS—VALUE OF CONTRACTS BY ADVERTISING AGENCIES

Question No. 2,328—Mr. Cossitt:

What is the value, by advertising agency, of all advertising contracts processed through the Department of Supply and Services for the fiscal year ended March 31, 1981?

Hon. J.-J. Blais (Minister of Supply and Services): See list below.

Value of Advertising Contracts
awarded by Agencies
for period April 1, 1980 to March 31, 1981

Agency	No. of Contracts	Value of Contracts
Ronalds-Reynolds & Company Limited— Tor./Mtl.	9	\$ 8,530,480.
Vickers & Benson Ltd.—Toronto	8	5,552,184.
Foster Advertising Ltd.—Regina	3	604,000.
Atlantic Canada Advertising—Fredericton	1	10,000.
Goodis, Goldberg, Soren—Toronto	1	2,023,500.
Reidcorp Advertising Consultants Ltd.— Toronto	2	317,196.
Baker, Lovick Limited—Calgary	2	270,570.
Wilshar Advertising Ltd.—Halifax	2	159,167.
DIR-AD Ltd.—Montreal	1	85,000.
March Chait & Associates Limited—Toronto	1	690,000.
Cockfield, Brown & Co. Ltd.—Montreal	3	878,902.
Price, Rubin & Partners Inc.—Toronto	4	509,663.
Hill-Gordon Hill Adv. (Western) Ltd.— Winnipeg	7	1,572,090.
Crombie Advertising Ltd.—Toronto	4	235,211.
Richmond Advertising Associates Inc.— Toronto	1	300,000.
St. Alexander Advertising Academy Ltd.— Montreal	4	126,529.
Lindley Kova & Associates—Toronto	1	50,000.
Glowinsky & Gee, Advertising—Toronto	3	58,491.
Maclaren Advertising Ltd.—Toronto	1	2,800,000.
The Jerry Goodis Agency Inc.—Toronto	2	2,201,578.
West-Can Communications Ltd.—Vancouver	1	500,000.
Smith Publishing Co. (Travel Times)— Montreal	5	1,796,013.
RVHA Advertising Ltd.—Toronto	1	20,000.
Canadian Media Corporation—Tor. (Agency of Record)	25	10,063,839.
Krohn Advertising Ltd.—Toronto	2	65,000.
PIR Advertising Ltd.—Toronto	1	50,000.
Palmer Jarvis & Associates Advertising Ltd.— Van.	1	172,530.
Howard, Ian & Associates—Vancouver	1	42,000.
Development Publications Limited— Willowdale, Tor.	1	1,250.
Hunter Daniels Ltd.—Vancouver	1	1,683.
Ford Advertising Ltd. J.—Edmonton	1	41,675.
Quantum Communications—London, Ont.	1	907.
Commercial Associates Limited—Toronto	1	35,409.
Rowntree Adv. Ltd.—Vancouver	1	41,337.
Atlantic Canada Plus Association—Halifax	1	125,000.
Publi-Media Inc.—Montreal	3	1,937,429.
BCP Group Ltd.—Montreal	5	1,174,025.
Tremblay, Publicité Inc., Pierre—Quebec	4	487,409.
Payer Publicité, Inc.—Quebec	3	466,159.
Des Communicateurs Associés PLT Inc.— Montreal	2	1,800.
Communication PNMD Inc.—Montreal	4	2,355,964.
Cabana, Séguin Inc.—Montreal	4	255,644.
B & B Advertising Ltd.—Montreal	2	875,500.
Planicom Publicité Ltée—Montreal	6	3,100,975.
Le Groupe des Communicateurs Unis du Canada-Mtl	2	1,156,955.
Feedback Agence de Communications Commerciales et Sociales Ltée—Montreal	1	500,000.
Léveillé & Associés Inc., Jean—Montreal	1	115,000.