



26% of adult
CANADIANS
have problems
understanding
simple documents
like AN owner's
MANUAL.



1-800-303-1004
www.abc-canada.org

E1


5 million adult CANADIANS have serious
problems with reading, writing and math.



1-800-303-1004 www.abc-canada.org
Literacy Foundation

E4


17% of adult
CANADIANS have
some problems
making simple
calculations on a
bank deposit slip.



www.abc-canada.org

E2

25% of adult
CANADIANS have
problems reading
a bus schedule.



www.abc-canada.org

E3

TAXI ADVERTISING & DESIGN • 416-979-7001 Contact: Beth MacKinnon (ext. 233)
Ad Number: ABC1106-E1 **Application:** English 1 column vertical newspaper **Trim:** 2.25" x 4.125"
Ad Number: ABC1106-E2 **Application:** English 1 column vertical newspaper **Trim:** 2" x 3"
Ad Number: ABC1106-E3 **Application:** English 1 column square newspaper **Trim:** 2" x 2"
Ad Number: ABC1106-E4 **Application:** English 4 column Horizontal newspaper **Trim:** 4.625" x 1.5"

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