



Arial 14 pts Bold
Upper and lower
case

Margins 2.54cm all
around

Media Advisory

Headline

Arial 12 pts Bold

Body text Arial 11 pts

Month XX, 2016 – Ottawa – National Defence / Canadian Armed Forces

Media are invited to [the invitation should outline the basic 5 Ws in a simple, conversational way that the general public will understand].

Who: Rank First Lastname, Title, Organization

Well-known cities do not need
the province. Example:
Ottawa (no province) vs.
Petawawa, Ont.
See Annex A on Geographical

When: XX a.m. to X:30 p.m., Xxxday, Month XX

What: Brief opportunity details

9 a.m. or 9:30 p.m. Do not use
:00 if it's the top of the hour

-30-

Related products

Arial 12 pts Bold

Arial 11 pts

[Backgrounder hyperlink](#) [Title of backgrounder and/or image folder with hyperlink inserted]

Notes to editor / news director:

Arial 12 pts Bold

Pertinent information here. Media are asked to contact Rank First Lastname, Public Affairs Officer, Organization, XXX-XXX-XXXX, first.lastname@forces.gc.ca.

Contacts

Arial 12 pts Bold

Media Relations
Department of National Defence
Phone: 613-996-2353
Toll-Free: 1-866-377-0811
Email: mlo-blm@forces.gc.ca