

Energy: Ad Cost Summary Outline

From: "Berry, James (ENERGY)" <james.berry5@ontario.ca>
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Date: Tue, 09 May 2017 13:55:08 -0400
Attachments: TB Submission Ministry of Energy Feb 3FINAL.docx (198.53 kB)

Hi Jason – just wanted to share below, particularly the second row. Hope this helps to clarify. As always, happy to chat.

From: Cusimano, Jo-Anne (ENERGY)
Sent: May-09-17 1:46 PM
To: Berry, James (ENERGY)
Cc: Barbaro, Rachel (ENERGY); Lyon, Sam (ENERGY)
Subject: Ad Cost Summary Outline

Purpose	Budget Submission	Status
Direct Procurement of Rain43 Creative Agency Fees and Production of Ads. Includes two fiscal years 16/17 and 17/18	Up to \$1,500,000	Approved by TB/MBC Feb.3,2017 Spent to-date\$ 100,000 radio digital launch March (phase I) Planned to-date for July TV (phase II) production and fees \$1,000,000
Media Buying Costs through agency of record PHD Media crosses two fiscal years 16/17 (\$1M spent in March, and 17/18 planned launch in July \$2.5M	Up to \$3,500,000	TB submission May 2017 Spent to-date \$1,000,000 radio and digital launch March (phasel) Agency media planning (phase II) includes TV.
Total:	Up to \$5,000,000	

All expenditures will be made by the Ministry of Energy and recovered from the Bulk Media Fund with TB/MBC approval. Original budget assigned to Ministry by CO.

Hope this helps clarify, let me know.
Jo-Anne