
From: Lena Azzou [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=LENA-MARIA.AZZOU]
Sent: 1/12/2012 7:17:03 PM
To: Lycoyretzos, Janice (MTO) [Janice.Lycoyretzos@ontario.ca]; Clancy, Mark (MTO) [Mark.Clancy@ontario.ca]
CC: Kim Hopps [kim.hopps@metrolinx.com]; Stephanie Trendocher [stephanie.trendocher@metrolinx.com]
Subject: FW: MTO approval - Allandale Waterfront newspaper advertisement

Hi Janice and Mark,

Please find attached for approval, the ad we would like to run for the Allandale Waterfront Station opening in the Barrie Examiner. You can find further details below in Stephanie's email. Please provide any comments by January 17th.

As Stephanie indicates, we will forward to you the cost and publishing dates for the Barrie Advance request as we receive them.

Thank you,

Lena

From: Stephanie Trendocher
To: Kim Hopps
Sent: Thu Jan 12 13:19:10 2012
Subject: MTO approval - Allandale Waterfront newspaper advertisement
Hi Kim,

Please find attached the creative for ads we would like to run in Barrie Examiner for the opening of Allandale Waterfront Station. The City of Barrie is offering us contra space for these ads. We would like to place two insertions. The publishing dates are Thursdays only. Based on the MTO approval requirements, the earliest we could run these is January 26 and February 2. However, if approval is given by January 17, we have an opportunity to run this ad on January 19.

We are also looking to run the same ad in Barrie Advance for maximum exposure. Our media agency will be providing the cost and publishing dates by end of day which I will send to you.

I wanted to get the creative over to MTO as soon as possible for their review/comments.

Thank you,

STEPHANIE TREDOCHER
Advertising & Promotions Coordinator
Design, Marketing & Brand
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