
From: Leonard, Mara (MTO) [Mara.Leonard@ontario.ca]
Sent: 1/16/2012 4:33:06 PM
To: Kim Hopps [kim.hopps@metrolinx.com]
CC: Lena Azzou [lena.azzou@metrolinx.com]
Subject: RE: MTO approval - Allandale Waterfront newspaper advertisement

Thanks for this and sorry for the late reply. Unfortunately, I was out sick on Friday due to the cold. A lot of people are getting hit with it!

No worries. Janice and I work closely together. If a product is not sent to me directly, she promptly forwards it.

Mara Leonard
Communications Branch Coordinator
Ministry of Transportation

T: 416-327-2496
E: mara.leonard@ontario.ca

From: Kim Hopps [mailto:Kim.Hopps@metrolinx.com]
Sent: January 13, 2012 9:01 AM
To: Leonard, Mara (MTO)
Cc: Stephanie Trendocher; Lena Azzou; Clancy, Mark (MTO); Lycoyretzos, Janice (MTO)
Subject: FW: MTO approval - Allandale Waterfront newspaper advertisement

Hi Mara - I know Lena rerouted this along to you yesterday. She'd inadvertently sent it to Janice, rather than to yourself. Apologies again from our end. Please see below from Stephanie.

Thank you.
Kim

From: Stephanie Trendocher
Sent: January 13, 2012 8:49 AM
To: Lena Azzou; 'Lycoyretzos, Janice (MTO)'; 'Clancy, Mark (MTO)'
Cc: Kim Hopps
Subject: RE: MTO approval - Allandale Waterfront newspaper advertisement
Good morning,

Below is costing for two options for 1/2 page or 1/4 page in Barrie Advance.

Ins. Day	Ad size	Col.	Lines	Rate	1 color charge	Total/ 1 ins.	# of ins	Total
Tues/Thurs	1/2, horiz., +1c	10	88	1.82	289	1890.6	2	3,781.20
Tues/Thurs	1/4, vertical., +1c	5	88	1.82	289	1089.8	2	2,179.60

Technical specs:

1/2 page horiz. = 10.375 x 6.25

1/4 page, vertical = 5.145 x 6.25

Booking/Creative deadlines: 1 week prior to desired publication date.

Thank you,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

From: Lena Azzou

Sent: Thursday, January 12, 2012 2:17 PM

To: Lycyretzos, Janice (MTO); Clancy, Mark (MTO)

Cc: Kim Hopps; Stephanie Trendoscher

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 Trendoscher

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 TRENDOSCHER

Advertising & Promotions Coordinator

Design, Marketing & Brand

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