

Metrolinx - 2011/2012 FISCAL
Carpool Week 2012

Date: Nov. 29, 2011
Revision: Original

ADVERTISING (Week commencing Monday)			JANUARY					FEBRUARY				MARCH				Net Media Cdn\$	Fee \$	Total Cost \$
			26	2	9	16	23	30	6	13	20	27	5	12	19			
<u>Newspapers</u>	<u># ins.</u>																	
<u>Dailies</u>																		
Toronto Star - 1/2 page, 4c	1																	
<u>Radio Tags</u>	<u># Wks</u>	<u># tags (total)</u>																
<u>Canadian Traffic Network</u>																		
CFMJ / CFNYFM / CILQFM / CINGFM / CJRTFM / CFMZ+ /	1	70																
CFRB / CKFMFM / CHBMFM / CIDCFM																		
<u>680News</u>	2	30																
Total Cost																		