

**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>	# ins.		Carpool Week															
<u>Dailies</u>																		
Toronto Star - 1/2 page, 4c	1								Feb.6							\$ 8,500.00	\$ 325.0	\$ 8,825.0
<u>Radio Tags</u>	# Wks	# tags (total)															\$ -	\$ -
<u>Canadian Traffic Network</u>																		
CFMJ / CFNYFM / CILQFM / CINGFM / CJRTFM / CFMZ+ / CFRB / CKFMFM / CHBMFM / CIDCFM	1	70														\$ 8,750.0	\$ 823.5	\$ 9,573.5
<u>680News</u>	2	30														\$ 4,410.0	\$ 415.1	\$ 4,825.1
Total Cost															\$ 21,660.0	\$ 1,563.6	\$ 23,223.6	

12/5/2011

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