

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>		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>	<u># Wks</u>	<u># tags (total)</u>																			
Canadian Traffic Network																					
CFMJ / CFNYFM / CILQFM / CINGFM / CJRTFM / CFMZ+ / CFRB / CKFMFM / CHBMFM / CIDCFM	1	70														\$	8,750.0	\$	823.5	\$	9,573.5
680News	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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