
From: Jack Collins
Sent: 1/31/2012 9:05:18 PM
To: Trina Melatti; Dina Graser; Vasie Papadopoulos
CC: Mark Ciavarro
Subject: RE: heads up

Trina,

I do not see a problem with putting this add in a local business directory.
Looks fine to me and it is budgeted.

Jack J. Collins

Vice President, Rapid Transit Implementation
Metrolinx | 20 Bay Street | Suite 600 | Toronto | Ontario | M5J 2W3

From: Trina Melatti
Sent: Tuesday, January 31, 2012 4:03 PM
To: Dina Graser; Vasie Papadopoulos
Cc: Jack Collins; Mark Ciavarro
Subject: RE: heads up
Importance: High
All,

Attached is the item TTC is looking for quick approval on. Am I asking them not to pursue this advertisement? Please advise.

Thanks,
Trina

From: Vasie Papadopoulos
Sent: Monday, January 30, 2012 4:07 PM
To: Trina Melatti
Subject: Re: heads up
I would hold on this - given the current situation.

Sent from my BlackBerry

From: Trina Melatti
To: Dina Graser; Vasie Papadopoulos
Cc: Jack Collins; Mark Ciavaro
Sent: Mon Jan 30 16:05:56 2012
Subject: FW: heads up
Head's up...from a budget perspective and a future quick review....

From: Susan.Sperling@ttc.ca [mailto:Susan.Sperling@ttc.ca]
Sent: Monday, January 30, 2012 10:43 AM
To: Trina Melatti
Subject: heads up

We are going to do a half-page ad in the Eglinton Way BIA directory (\$500) – this came about suddenly and we need to get them the artwork by Thursday. I'm only here today and tomorrow so I'm going to get this done today if possible. We are simply looking to put out the message that rapid reliable transit is coming to the centre of Toronto and people who are interested in the most up-to-date information can find it on the website, on facebook, on twitter, and through the community office.

I will send you the ad as soon as it's ready but I'm really hoping for a VERY quick turnaround time so we can meet the deadline.

Thanks so much.

Take care,
Susan

Susan Sperling
Strategic Communications Team Lead
Transit Expansion Department - TTC

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Read: www.thecrosstown.ca
Converse: www.facebook.com/thecrosstown
Follow: www.twitter.com/@crosstownTO

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