
From: Lena Azzou [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=LENA-MARIA.AZZOU]
Sent: 3/8/2012 10:43:03 PM
To: Leonard, Mara (MTO) (Mara.Leonard@ontario.ca) [Mara.Leonard@ontario.ca]; mark.clancy@ontario.ca
CC: Kim Hopps [kim.hopps@metrolinx.com]; stephanie.trendocher@ontario.ca
Subject: FW: Smart Commute Ads for MTO Approval

Hi Mara & Mark,

Please see Stephanie's request below, for approval. We are hoping to get final approval by Monday, March 19th, so please feel free to e-mail any questions or concerns in the meantime.

Thanks & have a nice evening,

Lena

Lena Azzou

Executive Support Coordinator
Office of the Chair and Office of the President & CEO
Metrolinx - 20 Bay St., Suite 600
Toronto, Ontario M5J 2W3
P: 416 874 5908 | F: 416 869 1755

From: Stephanie Trendocher
Sent: March 8, 2012 3:41 PM
To: Kim Hopps
Cc: Virve Aljas
Subject: Smart Commute Ads for MTO Approval

Hi Kim,

Attached please find three digital Smart Commute ads that are intended to run online with the objective of recruiting new employers to the Smart Commute program. These digital ads will link back to the Smart Commute site (<http://www.smartcommute.ca/en/about-us/what-smart-commute>)

These ads would run in the following publications. Dates are subject to change based on availability following MTO approval.

Corporate Knights Messenger (Corporate Knight Magazine's E-Newsletter)

Cost: \$1,500 net
Size: Leaderboard --- 728 x 90
In market for 2 issues, March 22 & April 5

LinkedIn

Targeting HR professionals and geotargeting Ontario
Cost: \$8,400 net
Size - IMU Box --- 300 x 250
In market March 26 (2 weeks)

Canadian HR Reporter E-Newsletter

Cost: \$695 net

Size - Leaderboard --- 728 x 90

In market March 26 (1 week)

Total net cost is \$10,595 (would come from Smart Commute's remaining 2011/12 fiscal budget)

We will require approval from MTO by March 19.

Thank you,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

From: Virve Aljas

Sent: Thursday, March 08, 2012 3:04 PM

To: Stephanie Trendoscher

Subject: Smart Commute Ads

Would you prefer the files attached like these separate jpegs, or as a flat single pdf in a layout?

Virve Aljas

Advertising and Promotions Coordinator

(416) 869-3600 Ext.5161

virve.aljas@metrolinx.com