ZenithOptimedia

MEDIA PURCHASE AUTHORIZATION

CLIENT:	**Metrolinx**	**CAMPAIGN NAME:**	**Service Changes March - April 2012**
PRODUCT:	**Corporate**	**MPA #:**	**Board Service Changes_FY_11_12**
MEDIA:	**Print - Nwsp.**	**PO#:**	
REVISION:	REV.1/ March 20, 2012	**AUDITOR GENERAL #:**	
		DATE:	**19-Mar-12**

PLANNED CAMPAIGN DETAILS			**Total Net**
Newspapers:	**Specs:**		
Bradford/ West Gwillimbury Topic	5.14" x 9.35"	$	1,416.40
Newmarket-Aurora Era Banner	5.14" x 9.35"	$	2,569.20
Niagara Falls Review	5.687" x 15.3"	$	2,446.30
Guardian	5.14" x 9.35"	$	3,381.40
Sun Tribune	5.14" x 9.35"	$	1,416.40
Burlington Post	5.14" x 9.35"	$	2,752.60
Georgetown Independent	5.14" x 9.35"	$	1,979.70
Kitchener Record	5.16" x 16.14"	$	6,259.11
Guelph Tribune	5.14" x 9.35"	$	1,521.20
Metro	6.614" x 9.313"	$	9,828.12
24 Hours Toronto	6.133" x 9.5"	$	3,495.24
The Silhouette	6" x 10.71"	$	2,250.00
The Ontarion	6" x 6.21"	$	1,500.00
The Chronicle	6" x 6.13"	$	582.00
Imprint	6" x 6.13"	$	1,290.00
Cord Weekly	6" x 6.13"	$	1,006.00
Arthur	5" x 9"	$	460.00
Excalibur	6" x 6.13"	$	1,506.00
Including 5% buffer for possible rate change in the new fiscal			$2,282.98
w/o March 26th and April 2nd, 2012			
	Total Net Media:	**$**	**47,942.65**
	Fee @ 3.25% of gross:	**$**	**1,833.10**
	HST	**$**	**6,470.85**
	Total Expenditure:	**$**	**56,246.60**

Revision:

1. Removed Sault Ste. Marie Star
2.
3.

We authorize you to place on our behalf, and with the authority to bind us to the commitment/obligation stated in this authorization. We agree that total cost may be subject to adjustments due to media rate changes, short rates, schedule changes, etc and that the advertising in this estimate is cancelable only in accordance with the rules and/or regulations on the contracts/insertion orders applicable to the separate media listed. We authorize you to move dollars within this schedule (but not to exceed aggregate dollars approved) to meet our overall needs and, we recognize that positioning is not guaranteed by vendors unless otherwise stated. Payments shall be made and paid by us based on ordered media within thirty days (or within terms agreed to within the letter of agreement with agency) of invoice date and Agency shall not be required to release funds to the media vendors until payment from us has cleared.

Agency: **Cristina Sirbu** **Date Issued:** **20-Mar**

Client: **Date Approved:**

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Special notes/instructions:

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