
From: Stephanie Trendocher
Sent: 3/27/2012 3:29:48 PM
To: Anthony Bowman; Jessica Kosmack; Caroline Busbridge; Ezer Cruz
CC: Vasie Papadopoulos
Subject: RE: Niagara FW: OTMP Advertising Opportunities

Great. I will reply to Darlene to tell her we will go forward with this ad. But I don't have a fax at home to scan back the contract to her, so will not be able to do this until I am back in the office on Thursday.

I will work with Caroline to refresh the copy. I think Ezer is out of office until next week so we'll need a graphic designer to finalize the new photos in the ad. They are from istock. Ezer had just placed the watermark photos in the ad for our approval purposes.

Thanks,
Stephanie

-----Original Message-----

From: Anthony Bowman
Sent: Tue 3/27/2012 11:08 AM
To: Stephanie Trendocher; Jessica Kosmack
Cc: Vasie Papadopoulos
Subject: FW: Niagara FW: OTMP Advertising Opportunities

Stephanie,

I think we are OK in that the ads went to MTO last year and they know about the promotion. Just my thoughts.

-----Original Message-----

From: Stephanie Trendocher
Sent: Tuesday, March 27, 2012 10:59 AM
To: Anthony Bowman; Jessica Kosmack
Subject: Niagara FW: OTMP Advertising Opportunities
Importance: High

Please see response below re: OTMP advertising opportunities. What I inquired for is booked up already. They have space available in their main print and digital publication, 500 000 distribution. There is a section about Niagara so good fit. However, ad would be required by end of week. I don't know if this is feasible on our end with MTO. Let me know.

Thanks

-----Original Message-----

From: Leskovar, Darlene (MTC) [mailto:Darlene.Leskovar@ontario.ca]
Sent: Mon 3/26/2012 9:37 AM
To: Stephanie Trendocher
Subject: OTMP Advertising Opportunities

Good morning

I left you a voice message. As mentioned I believe we chatted before when I was at Dancap. Please see below, some items are sold out however we have some monthly promos and space in the family area ie newsletters.

We also have our Summer Publication and we distribute about 500 000 copies. We are closing sales this week and you may be able to do a full page ad. I have included the contract for that.

Niagara is going to do a full page ad plus have some editorial in the magazine which will give Niagara larger presence. Great place to let Ontario know about the service. Cost is \$21 500. This is a really quick turnaround, we need the ad by end of the week but I think it would really work for you. Plus if you purchase a full page ad you also get in the digital version of the magazine otherwise it is not available.

Couple of things

See my comments below....

* A homepage banner ad on ontariotravel.net, Sold out
* Digital Publications and E-Newsletters - feature listing in June and July issues, Full page ad required & Sold out (enewsletters for summer)
* Outdoor Video Board (Yonge & Dundas Streets, Toronto) 30' x 50' board, 30 second spots - OTMP will share up to 50% of total cost, Checking on this
* Ontario Travel Information Centre at the Atrium on Bay Window
Display Contact Suzanne Rubinstein at 416 325 6656, she is the Director of Travel Information Centres

Would you be able to provide information on the cost and availability and booking procedures for these?
We are looking to target our ads from the beginning of May to September 3.

Thanks,

Darlene Leskovar

Partnership Development and Sales Coordinator

Ontario Tourism Marketing Partnership Corporation

* 416-212- 0754 (direct) toll free: 1-888-365-4422
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