

Non-Responsive Information

ZenithOptimedia Canada Inc.

Province's agency of record for media buying services.

Scope: Advertising Agency Services - Media Buying

Includes but not limited to ad space or time in newspapers, magazines, radio, television, billboards, street level posters, digital, community guides etc.

Our Term: November 29, 2010 - September 30, 2013

Value: up to \$5,000,000 over the term.

Tamm Communications Inc.

Province's agency of record for regulatory, statutory, tender and recruitment advertising.

Scope: Production, placement and media time/space for regulatory, statutory, tender and recruitment advertising.

Our Term: January 1, 2011 - September 30, 2013 (with option of ARB to extend for two additional one-year terms)

Value: up to \$750,000 over the term.

Jan Kelley Marketing

Advertising and marketing communications services to develop and execute a marketing plan for Metrolinx's major transit expansion projects.

Term: Feb 9, 2011- Dec. 31, 2011

Value: Up to \$999,999

Due North Communications Inc.

Creative services for strategic planning/direction and development of annual marketing and/or advertising plans, brand building, tactical campaigns and design/production of advertising/marketing communications material.

Term: May 6, 2011- Mar. 31, 2012

Value: Up to \$300,000