
From: Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]
Sent: 4/20/2012 3:51:03 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: Milton ad - draft & proposed media plan
Attachments: June23_Milton_Draft.pdf; MLX_Milton - Newspaper ROP Cost Estimate_FP.xlsx

Hi Judy,

Attached is the proposed ad for the extra Milton train, along with the proposed media plan. I also know that you are also interested in looking into other ways of advertising this service within the community and this is certainly something we will look into with local officials.

Please let me know your comments,
Jessica

Jessica Kosmack
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From: Melissa Crowther
Sent: Thursday, April 19, 2012 5:25 PM
To: Vasie Papadopoulos; Jessica Kosmack
Cc: Jodi Ferguson; Nancy Pogue
Subject: RE: Will replace one photo (For comment - ad draft - more Milton trains)

Hi Vasie & Jessica,

Attached is an update copy of the Milton advertisement. Also, I have attached a copy of the paid media plan, as provided by Zenith.

Please let me know if you need anything else.

Thanks,

Melissa Crowther
Schedules & Marketing Coordinator

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