
From: Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]
Sent: 4/20/2012 4:02:53 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: RE: Milton ad - draft & proposed media plan

Will do -- thx.

From: Judy Pfeifer
Sent: Friday, April 20, 2012 11:52 AM
To: Jessica Kosmack
Subject: Re: Milton ad - draft & proposed media plan

I am in DC right now. Can you arrange for the comms plans to be beefed up to include all of this. Thanks.
sent from judy's bb

From: Jessica Kosmack
Sent: Friday, April 20, 2012 11:51 AM
To: Judy Pfeifer
Subject: Milton ad - draft & proposed media plan

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
Manager - Strategic Communications
Metrolinx
416 869 3600 ext. 5231
jessica.kosmack@metrolinx.com
metrolinx.com

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

GO Transit, A Division of METROLINX

20 Bay Street, Toronto, Ontario, M5J 2W3

Office: 416-869-3600 x5568 | Cell: 416-580-0089

Melissa.Crowther@metrolinx.com | www.metrolinx.com