



2012

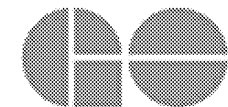
Go Transit Metrolinx

Barrie Service

Media Support Recommendation

Revision #1

April 20, 2012



A Division of METROLINX

Reason for Revision

- To reflect revisions to newspaper and radio tag plan
 - Remove Metro Toronto and add insertions to remaining paper
 - Revise tag station list and increase weeks of support in Toronto and Barrie

Objectives and Parameters

Objectives	◦ Promote special Go Transit weekend summer service along Barrie line
Target	◦ Primarily commuters along Barrie train line who travel to Toronto on the weekends ◦ Secondarily, visitors traveling to Barrie
Timing	◦ Special service starts June 23 and continues to September 3, 2012
Regional Priorities	◦ Communities serviced along Barrie train line: ◦ Barrie South, Allendale Waterfront, Bradford, East Gwillimbury, Newmarket, Aurora, King City, Maple, Rutherford, York University
Budget	◦ \$100K Media including fees

Touchpoints Strategy

- Use a mix of media touchpoints that focus on communities serviced by the Barrie line
 - Go Station train posters are planned for each of the Barrie line train stations, including Union station (with exception of York U)
 - Targets regular Barrie train riders throughout the summer period when the special service is available
 - Newspaper will be used to support the launch of the summer service and to heighten awareness prior to long weekends, a commuter opportunity
 - Radio tags will be used to emphasize the launch of the service and the week prior to the long weekends – focus on Barrie area with some support in Toronto surrounding area
-

Blocking chart

Barrie Seasonal Service 2012

Revision #1

Date: April 20, 2012

	May				June					July					August					September				TOTAL (excl. Ag. Fees)	TOTAL (with Ag. Fees)
Advertising	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	8	13	20	27	3	10	17	24	\$	\$
								23												3					
								Launch						Canada Day Civic Holiday						Laobur Day					
Newspapers: 1/4 page 1 Colour																								\$ 28,969.20	\$30,076.85
Barrie Advance								Th Th					Th Th						Th Th						
Bradford West Gwillimbury Topic								Th Th					Th Th						Th Th						
Newmarket-Aurora Era-Banner								Th Th					Th Th						Th Th						
Vaughan Citizen								Th Th					Th Th						Th Th						
Radio Tags: :10/ :15																									
Barrie: CIOB FM, CHAY FM																								\$7,548.00	\$7,836.60
20spots/station																									
Toronto: CTN(CIOFM, CFNYFM, CFMJ, CKFMFM, CHBMFM, CIDCFM,																								\$ 31,059.00	\$32,246.55
CJRT, CFMZ, CFRB, CKDX, CING)																									
10-15 spots/station																									
OOH: 4 x 6'																								\$28,568.75	\$29,661.08
Go Station Posters - 13 posters x 10 weeks																									
Union Station (3), Newmarket Train and Bus, Aurora, Rutherford, Maple,																									
King City, Barrie S, Barrie Allendale, Bradford, East Gwillimbury																									
Reason for Revision: Revised radio and Newspaper schedules																								\$96,144.95	\$99,821.08

Reason for Revision: Revised radio and Newspaper schedules

Go Station Poster Strategy and Details

- Posters are planned at each station on the Barrie Train service line with the exception of York University
 - Barrie South, Barrie Allendale, Bradford, East Gwillimbury, Newmarket, Aurora, King City, Maple, Rutherford, Union Station
- 13 posters (4' x 6') in total planned for June 25 x 10 weeks (ends Aug 26/12)

Newspaper Strategy and Details

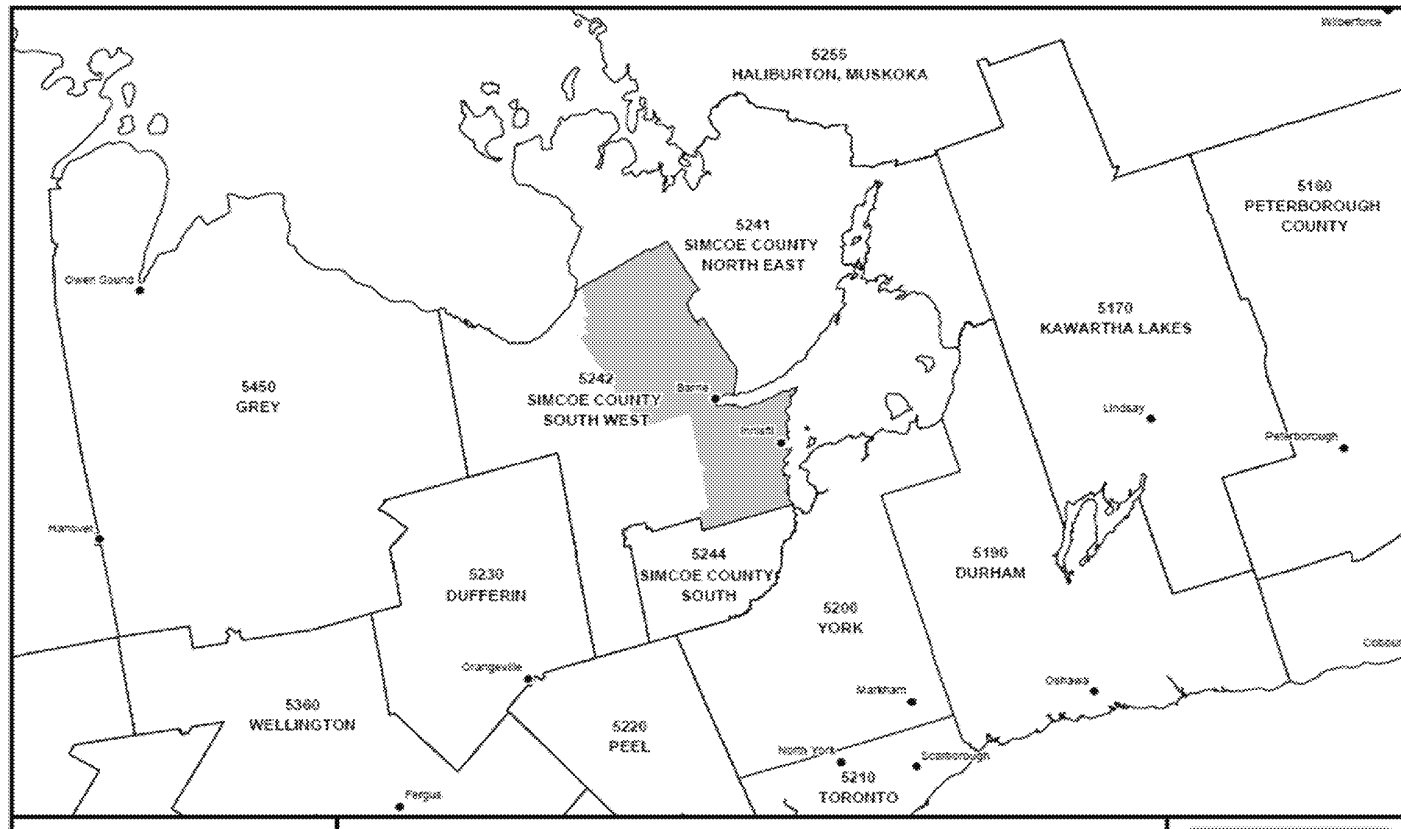
- ¼ page 1 colour ads planned in community papers covering area surrounding the train service line:
 - Barrie Advance, Vaughn Citizen, Newmarket-Aurora Era Banner, Bradford West Gwillimbury Topic
- 6 Insertions to support the launch of the service and then leading into long weekends
 - Canada Day, August Civic Holiday and Labour Day
 - Ad scheduled prior to weekend to promote the weekend service –papers distribute on the Thursday

Radio Buying Details

Radio Tags:

- :10/:15 second tags on stations in Barrie and Toronto
 - 10-20 tags per station weekly
 - 6 weeks of tags in Barrie, 3 weeks planned for Toronto (budget limitations)
 - Tags scheduled prior to long weekends
 - Station confirmation subject to avails

Radio Maps - Barrie



Radio Maps - Toronto

