
From: Vasie Papadopoulos
Sent: 4/20/2012 1:06:31 PM
To: Jessica Kosmack
Subject: FW: Will replace one photo (For comment - ad draft - more Milton trains)
Attachments: June23_Milton_Draft.pdf; MLX_Milton - Newspaper ROP Cost Estimate_FP.xlsx
Flag: 11.0

Please share with Judy. I am okay with the proposed ad newspaper costing, however, I get sense some may feel it is too high. We are also being asked to look at other community locations to drop off the ad as information and advertising.

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

From: Nancy Pogue
Sent: Wednesday, April 18, 2012 3:56 PM
To: Vasie Papadopoulos; Jessica Kosmack
Cc: Melissa Crowther; Jodi Ferguson
Subject: Will replace one photo (For comment - ad draft - more Milton trains)

We're looking to replace the top, left photo with one featuring a woman. Please provide any comments you have by 9 a.m. tomorrow and all the changes can be made at once.

Thanks.

Nancy

From: Nancy Pogue
Sent: Wednesday, April 18, 2012 3:26 PM
To: Vasie Papadopoulos; Jessica Kosmack
Cc: Melissa Crowther
Subject: For comment - ad draft - more Milton trains
Hello there.

Draft of ad for community newspapers along the Milton route. Comments?

Paid media plan with suggested dates and pricing tracking for end of day tomorrow.

Nancy

Nancy Pogue
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