



2012

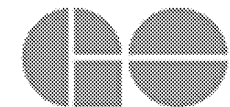
Go Transit Metrolinx

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

|                            |                                                                                                                                                                                                                                                                                   |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objectives</b>          | <ul style="list-style-type: none"><li>◦ Promote special Go Transit weekend summer service along Barrie line</li></ul>                                                                                                                                                             |
| <b>Target</b>              | <ul style="list-style-type: none"><li>◦ Primarily commuters along Barrie train line who travel to Toronto on the weekends</li><li>◦ Secondly, visitors traveling to Barrie</li></ul>                                                                                              |
| <b>Timing</b>              | <ul style="list-style-type: none"><li>◦ Special service starts June 23 and continues to September 3, 2012</li></ul>                                                                                                                                                               |
| <b>Regional Priorities</b> | <ul style="list-style-type: none"><li>◦ Communities serviced along Barrie train line:<ul style="list-style-type: none"><li>◦ Barrie South, Allendale Waterfront, Bradford, East Gwillimbury, Newmarket, Aurora, King City, Maple, Rutherford, York University</li></ul></li></ul> |
| <b>Budget</b>              | <ul style="list-style-type: none"><li>◦ \$100K Media including fees</li></ul>                                                                                                                                                                                                     |



## 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
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## 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 |    |    |    |                        |                       |             |             |
| <b>Newspapers: 1/4 page 1 Colour</b>                                   |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    | \$                     | 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 |            |    |    |    |                        |                       |             |             |
|                                                                        |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        |                       |             |             |
| <b>Radio Tags: :10/ :15</b>                                            |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        |                       |             |             |
| Barrie: CIQB FM, CHAY FM                                               |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        | \$7,548.00            | \$7,836.60  |             |
| 20spots/station                                                        |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        |                       |             |             |
| Toronto: CTN(CILOFM, CFNYFM, CFMJ, CKFMFM, CHBMFM, CIDCFM,             |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        | \$                    | 31,059.00   | \$32,246.55 |
| CJRT, CFMZ, CFRB, CKDX, CING)                                          |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        |                       |             |             |
| 10-15 spots/station                                                    |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        |                       |             |             |
| <b>OOH: 4 x 6'</b>                                                     |     |   |    |    |      |   |    |        |    |      |   |    |                          |    |        |   |    |    |       |            |    |    |    |                        | \$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

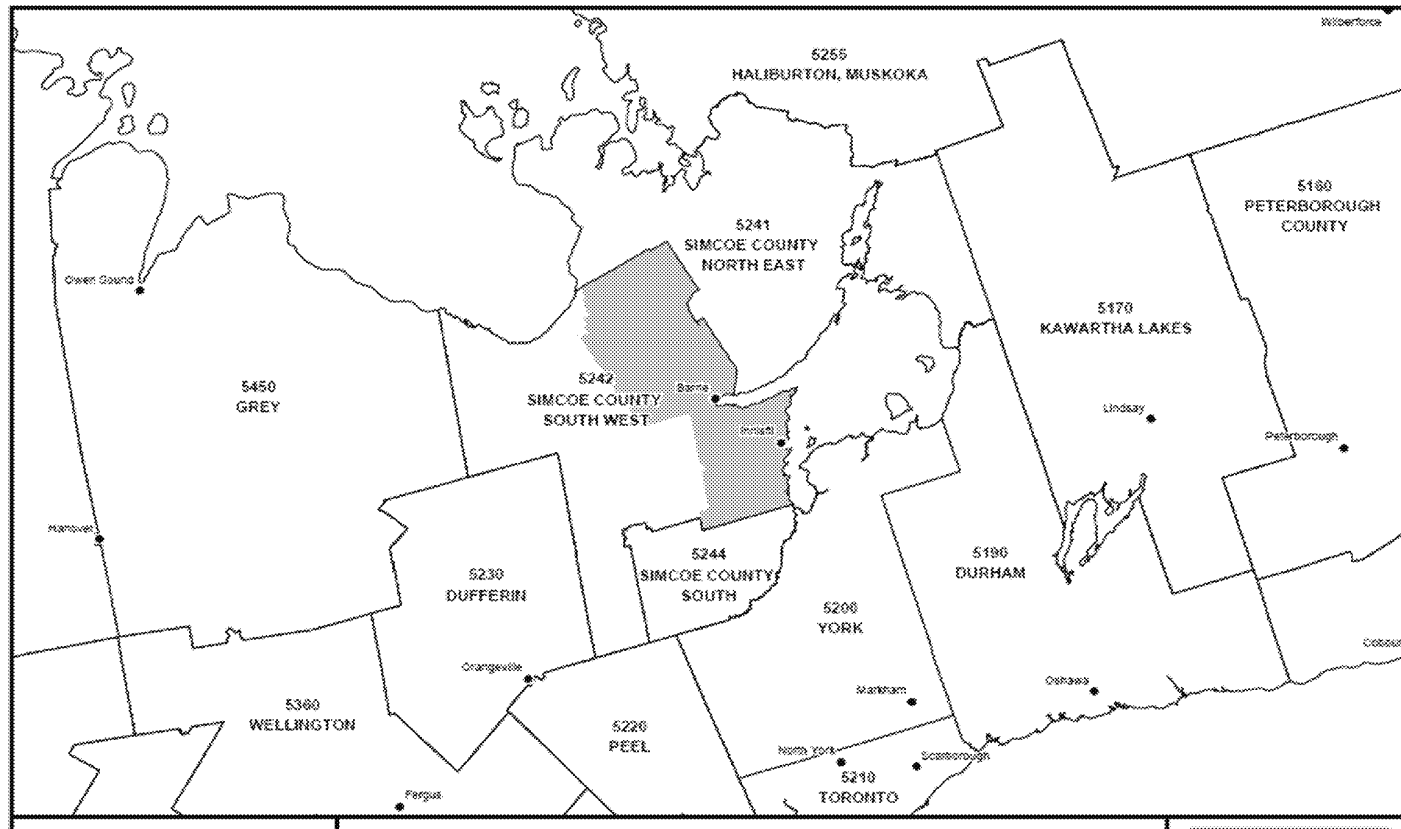


# Radio Buying Details

## 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

