
From: Stephanie Trendocher [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEPHANIE.TRENDOCHER]
Sent: 4/30/2012 5:22:41 PM
To: Dina Graser [Dina.Graser@metrolinx.com]
Subject: RE: Art Train questions

For sure, thanks

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dina Graser
Sent: Monday, April 30, 2012 1:22 PM
To: Stephanie Trendocher
Subject: Re: Art Train questions
Can you come by my office about 2:15?

From: Stephanie Trendocher
Sent: Monday, April 30, 2012 01:13 PM
To: Dina Graser
Subject: RE: Art Train questions

Hi Dina,

Just wanted to follow up to see if you could provide some background to the questions below.

Thanks,

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dina Graser
Sent: Thursday, April 26, 2012 5:09 PM
To: Stephanie Trendocher; Vasie Papadopoulos
Subject: Re: Art Train questions
Stephanie

I will fill you in on the background to all this tomorrow.

Dina

From: Stephanie Trendocher
Sent: Thursday, April 26, 2012 03:52 PM
To: Dina Graser; Vasie Papadopoulos

Subject: Art Train questions

Hi Vasie, Dina,

I am working on the promotional plan for the Art Train. I was hoping you could provide some additional background so I can better understand the objectives of this project.

- Who initiated this art exhibition - Mx or No. 9? They had mentioned we issued an RFP, but I haven't seen it and I would be curious to know what the initial ask was.
- What are we hoping to achieve with the art train? What are the benefits to Mx for engaging with this art initiative?
- Is the target audience GO customers or are we looking for a wider reach?
- Is there an advertising budget for this? (NO. 9 gave the impression we are providing ads, etc) If so, who's budget is it coming from?
- Do we have metrics to measure the success of this project?

Thanks very much,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

From: Dina Graser

Sent: Monday, April 23, 2012 10:29 PM

To: 'andrewmldavies@gmail.com'; Stephanie Trendoscher

Cc: 'jennifer.marman@gmail.com'

Subject: Re: Half page adds and other promotional opportunities for the Art Train

Steph can you please expedite? And copy me on it. Thanks.

Dina

From: Andrew Davies [mailto:andrewmldavies@gmail.com]

Sent: Monday, April 23, 2012 01:21 PM

To: Stephanie Trendoscher

Cc: Dina Graser; Jennifer Marman <jennifer.marman@gmail.com>

Subject: Half page adds and other promotional opportunities for the Art Train

Stephanie

As mentioned in our last meeting it would be great if we could have a complete list of what media channels will be available to promote the Art Train public transit awareness project.

Jennifer Marman will be contracting you to get this along with the dates that creative need to be completed by in order to make our deadlines.

In our last meeting we talked about, e-blasts, websites, half page adds, GO news, CP 24 etc. We will be putting together a media strategy and will need information on all of these channels.

We have follow up with IMA Outdoor and Exclusive advertising in regards to the interior posters and the station posters and now have pricing and availability on these.

Best
Andrew

Andrew Davies
Executive Director

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