
From: Stephanie Trendocher [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEPHANIE.TRENDOCHER]
Sent: 5/1/2012 1:52:49 PM
To: Dina Graser [Dina.Graser@metrolinx.com]
Subject: RE: Half page adds and other promotional opportunities for the Art Train

June 1 is supposed to be the launch date

STEPHANIE TRENDOCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dina Graser
Sent: Monday, April 30, 2012 5:02 PM
To: Stephanie Trendocher
Subject: RE: Half page adds and other promotional opportunities for the Art Train
Remind me what is the start date here?

From: Andrew Davies [mailto:andrewmldavies@gmail.com]
Sent: April 23, 2012 1:21 PM
To: Stephanie Trendocher
Cc: Dina Graser; Jennifer Marman
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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