
From: Vasie Papadopoulos
Sent: 5/7/2012 2:55:21 PM
To: jessica.kosmack@metrolinx.com
Subject: RE: Ad space in LCBO's FOOD & DRINK: Summer issue
Attachments: image001.jpg
Flag: 11.0

I am okay with this.

From: Jessica Kosmack
Sent: Monday, May 07, 2012 10:38 AM
To: Vasie Papadopoulos
Subject: FW: Ad space in LCBO's FOOD & DRINK: Summer issue

Vasie -- we have a 50% discounted opportunity to advertise in the LCBO Food and Drink for Niagara (we had missed the opp earlier, but space has opened up) -- I think we should pursue this, and our media spend to-date has been well under budget.

Are you ok with this, or do we need further decisions?

Let me know.

Thanks,
Jessica

From: Stephanie Trendocher
Sent: Monday, May 07, 2012 10:35 AM
To: Jessica Kosmack
Subject: RE: Ad space in LCBO's FOOD & DRINK: Summer issue

We missed the opportunity at the time the plan was submitted so it wasn't included. But I noted in the media buy and in the marketing overview that \$30,000 was remaining in the budget for opportunities that may arise later in the season. And at the time of booking, one of our opportunities for a full page was unavailable leaving us an additional \$3460 unspent.

STEPHANIE TRENDOSCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Jessica Kosmack
Sent: Monday, May 07, 2012 10:28 AM
To: Stephanie Trendocher
Subject: Re: Ad space in LCBO's FOOD & DRINK: Summer issue
Was this in our original media plan that went to MTO?

From: Stephanie Trendocher
Sent: Monday, May 07, 2012 10:17 AM

To: Jessica Kosmack

Subject: Ad space in LCBO's FOOD & DRINK: Summer issue

Hi Jessica,

Could we pursue this opportunity in LCBO's Food & Drink Magazine? We had missed out initially, but a spot opened up. Originally the cost of this ad was \$10,294. They are offering it for \$5,147.

Thanks,

STEPHANIE TRENDOSCHER

Advertising & Promotions Coordinator

416.869.3600 ext. 5648

From: Alix Johnston [mailto:alix@keystonemedia.ca]

Sent: Friday, May 04, 2012 10:18 AM

To: Stephanie Trendoscher

Subject: FOOD & DRINK: Summer issue

Dear Stephanie

I wanted to let you know that we have had a 1/3 square ad become available in the Summer issue of FOOD & DRINK. A client wishes to upgrade to a full page. To accommodate this client, we can offer their 1/3 at a discounted rate of \$5,147.

The Summer issue is out across the province June 27th and we would require creative material by May 12th. Can you please let me know as soon as possible whether you are interested in the space to promote GO Transit's Niagara route.

Kind regards

Alix

Alix Johnston
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