
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 5/23/2012 12:33:07 AM
To: anna.pace@ttc.ca
Subject: Re: More info

Ok
sent from judy's bb

Non-Responsive Information

----- Original Message -----
From: Anna.Pace@ttc.ca [mailto:Anna.Pace@ttc.ca]
Sent: Tuesday, May 22, 2012 12:43 PM
To: Judy Pfeifer
Subject: RE: More info

Judy

The following is information that Argyle prepared regarding costs for recommended advertising. They also investigated transit shelter and office building advertising but it was very expensive. We would contract through Argyle for the placement unless that approach is not acceptable under Provincial rules. Argyle's contact is with TTC not Metrolinx if that helps.

Transit Media Placements

Cost of transit media placements for three 12 week campaigns (36 weeks total), including:

- 275 Bus Interior Posters (Buses from Mount Dennis & Wilson Garages to target corridor)
- 75 Transit 70's Posters - backs of buses (Buses from Mount Dennis & Wilson Garages to target corridor)
- 250 Subway Std Interior Posters - horizontal posters in subways
- 8 Station Specific Posters - vertical station posters
- 3 Billboards at key locations across Corridor: Black Creek Drive, Laird, Scarborough Town Centre
- Total anticipated Gross impression: 1.9 billion

- Cost includes a 60% discount. Plus 5% administrative fee for specialized services. Does not include design or production of creative.
- Total cost for transit media: \$293,895

Residential Network

Cost of residential advertising for two 12 week campaigns (24 weeks total), including:

- Residential advertising placements in approximately 300 apartment buildings in Toronto. A total of 48,000 spots to be played on video screens.
- Cost includes a 33% discount. Plus 5% administrative fee for specialized services. Does not include video development or production of creative.
- Total anticipated Gross impressions: 9,629,952
- Total cost of residential network (300 buildings): \$40,950

Anna

-----Original Message-----

From: Judy Pfeifer [mailto:Judy.Pfeifer@metrolinx.com]
Sent: May 18, 2012 16:33
To: Pace, Anna
Subject: RE: More info

Thanks Anna.

Have a great long weekend.

-----Original Message-----

From: Anna.Pace@ttc.ca [mailto:Anna.Pace@ttc.ca]
Sent: Friday, May 18, 2012 4:21 PM
To: Judy Pfeifer
Subject: RE: More info

I will send you the costs Argyle provided in an earlier package.

-----Original Message-----

From: Judy Pfeifer [mailto:Judy.Pfeifer@metrolinx.com]
Sent: May 18, 2012 13:53
To: Pace, Anna
Subject: More info

Anna

FYI - I am just using the entire Argyle deck (whole) when I am briefing folks.

Could Argyle provide me

- the number breakdown of the information presented in the slide entitled 'Insights' (#13)
- the number breakdown down behind the names that were tested, including the top two (LRT0 and TransiTO)

Going forward I anticipate the following

- there are provincial rules re advertising and I need to learn more
- I will need to cost out implementing the plan -small/medium/large tier of budget costs for the branding/advertising

Judy

sent from judy's bb

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