
From: Nancy Pogue [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=NANCYP]
Sent: 5/23/2012 6:42:09 PM
To: Antoine Belaieff [antoine.belaieff@metrolinx.com]; Stacey Kenny [stacey.kenny@metrolinx.com]
CC: Tim Jackson [tim.jackson@gotransit.com]
Subject: RE: Advertising to support your involvement in Pride 2012

Hi.

Thanks for sharing.

With us being in the parade, I don't believe we also need to run an ad in any of these publications. There is also the issue of the budget - or lack thereof ;).

Nancy

Nancy Pogue
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From: Antoine Belaieff
Sent: Wednesday, May 23, 2012 1:25 PM
To: Nancy Pogue; Stacey Kenny
Cc: Tim Jackson
Subject: FW: Advertising to support your involvement in Pride 2012
Importance: High

FYI

Tim, make sure to copy Nancy and Stacey on these items.

I don't think we are interested, but forwarding anyway.

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May 28 is **BIKE TO WORK DAY!** Take the pledge here:
<http://www.smartcommute.ca/en/whats-happening/bike-work-day>

I am running with the **Metrolinx Team** in the **Scotiabank Rat Race** on **June 14** to raise funds for the **United Way!**
Sponsor me at <http://my.e2rm.com/personalPage.aspx?SID=3327625&langPref=en-CA>

From: Tim Jackson
Sent: Wednesday, May 23, 2012 12:43 PM
To: Antoine Belaieff
Subject: FW: Advertising to support your involvement in Pride 2012
Importance: High

FYI

From: Ryan Lester [<mailto:ryan@pridetoronto.com>]
Sent: Wed 23/05/2012 9:56 AM
To: Tim Jackson
Subject: Advertising to support your involvement in Pride 2012
Hi Tim,

As you prepare to involve GO Transit in the Pride Festival, I wanted to make sure you were aware of Official Advertising Rates to compliment and support your participation in the Parade:

1. Official Pride Guide: 50,000 circulation in Toronto Star - \$5,000 full page
2. Official Partner Advertiser: IN Toronto Magazine, 30,000 circulation downtown Toronto - \$2,867 full page
3. Official Partner Advertiser: OUTlooks Magazine – Canada's only National LGBT – 50,000 circulation - \$6,160 full page.

Many of our partners and participants find this is a great way to maximize exposure and make as big a splash as possible in the market during Pride.

Let me know if you are interested in any of these opportunities!

Cheers,
Ryan

—

Ryan Lester, CFRE
Director of Fundraising | Pride Toronto
Proud to Bring WorldPride 2014 to Toronto!

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I am biking to Montreal this July 29th to August 3rd in support of the PWA Foundation.
100 kms a day for 6 days! Can't do it without your support – Sponsor me at: <http://bit.ly/sponsorlester>

