
From: Tim Jackson [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=TIMJ]
Sent: 5/23/2012 6:55:04 PM
To: Antoine Belaieff [antoine.belaieff@metrolinx.com]; Nancy Pogue [nancy.pogue@metrolinx.com]; Stacey Kenny [stacey.kenny@metrolinx.com]
Subject: RE: Advertising to support your involvement in Pride 2012

Yes I agree with you all.

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

From: Antoine Belaieff
Sent: Wed 23/05/2012 2:51 PM
To: Nancy Pogue; Stacey Kenny
Cc: Tim Jackson
Subject: Re: Advertising to support your involvement in Pride 2012

Agreed!
Antoine Belaieff

From: Nancy Pogue
Sent: Wednesday, May 23, 2012 02:42 PM
To: Antoine Belaieff; Stacey Kenny
Cc: Tim Jackson
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

Team Lead-Communications-Operations and Programs

Strategic Communications

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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

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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>