
From: Jodi Ferguson
Sent: 5/25/2012 7:13:49 PM
To: Vasie.Papadopoulos@metrolinx.com
Subject: RE: Hillside Media

I've contacted Michael and will get him what he needs.

From: Vasie Papadopoulos
Sent: Friday, May 25, 2012 11:38 AM
To: Michael Cooper
Cc: Jodi Ferguson
Subject: Re: Hillside Media

Jodi,

Can you help Michael out with this request?

Thanks,
Vasie

From: Michael Cooper
Sent: Friday, May 25, 2012 10:40 AM
To: Vasie Papadopoulos
Subject: Hillside Media

Hi Vasie,

With the recent purchase of CN's advertising rights along our corridors we have acquired the Hillside Media contract that provides floral logo treatments along the Gardiner Expressway (see attached PDF). We are looking at putting up 4 logos and require PDF artwork for:

Metrolinx
PRESTO
GO (Transit)
ARL (or what's coming)

Hillside Media will make a presentation in about three weeks and I will inform you of this meeting date. They require PDF's from your department and was wondering if you would like input on the PDF's before we send them for Hillside's presentation purposes.

Thanks Vasie,

Michael

Michael Cooper

Project Officer Advertising

Strategic Business Planning and Development 10TH Floor

416 869 3600 ext.5646

michael.cooper@metrolinx.com