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**From:** Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]  
**Sent:** 6/6/2012 6:21:00 PM  
**To:** Vasie [Papadopoulos]; Jessica [Kosmack]  
**Subject:** FW: For MTO review pls-ad drafts- June GO Transit service changes  
**Attachments:** June23\_Ad\_Etobicoke\_FullC.PDF; June23\_Ad\_Guelph\_2C.PDF; June23\_Ad\_Milton-Mississauga\_FullC.PDF; June23\_GeneralServiceAd\_24Hours\_2C.PDF; June23\_GeneralServiceAd\_Metro\_2C.PDF; June23\_GeneralServiceAd\_TONight\_FullC.pdf

These ads are very text heavy ....

Also, the ads don't seem to align to the press releases and key messages. Am I missing something?

**From:** Nancy Pogue  
**Sent:** Wednesday, June 06, 2012 2:19 PM  
**To:** Lena Azzou  
**Cc:** Vasie Papadopoulos; Jessica Kosmack; Melissa Crowther; Judy Pfeifer  
**Subject:** For MTO review pls-ad drafts- June GO Transit service changes

Hi Lena.

Attached for MTO's review and comments, are the drafts of the ads that are to appear as cited in the **June 2012 GO Transit Service Changes Communications and Outreach Plan** which was provided earlier and has been approved. Depending upon when approval is received for these, some adjustments may need to be made to some of the publication dates. We will advise on that if it does indeed become the case.

Thanks Lena.

Nancy

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