
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 6/6/2012 9:20:00 PM
To: Petrevan; Sarah (MOI-MTO) [(Sarah.Petrevan@ontario.ca)]
Subject: FW: Advertising opportunity: Toronto Star Insert
Attachments: TOR_STARinsert_MediaKit.pdf
Importance: High

Sarah, we will send you the proposed text. I think this a good deal. FH agrees.

From: Dina Graser
Sent: Wednesday, June 06, 2012 12:59 PM
To: Judy Pfeifer; Vasie Papadopoulos
Subject: FW: Advertising opportunity: Toronto Star Insert
Importance: High

Thoughts?

From: Nicole Czorny [<mailto:nczorny@evergreen.ca>]
Sent: June 6, 2012 12:45 PM
To: Dina Graser
Subject: Advertising opportunity: Toronto Star Insert
Importance: High

Hi Dina,

On top of the regular ads Evergreen is running for MOVE, we are doing a special 4-page insert in the Saturday edition of the Toronto Star Lifestyle section, in-market June 23rd.

I'm contacting you about a special advertising opportunity associated with this insert. As a friend of Evergreen, we are offering you a deeply discounted rate for ad space in this insert. Attached is the Media Kit for the insert, with specs, pricing and full details.

The insert will feature information about Evergreen's MOVE: The Transportation Expo (exhibit, transportation challenges, showcase highlights) and provide an overview *what's new* and *what's on* at Evergreen Brick Works.

MOVE is Evergreen's inaugural exposition, running from June 30th until the end of October at Evergreen Brick Works, and will expose 400,000+ visitors to the past, present and future of urban transportation.

Please note that all advertising in this insert must be related to and feature Evergreen Brick Works' Community Programs and Festivals or MOVE: The Transportation Expo. As well, I want to mention that the ad sales deadline in June 8th and the artwork is due June 11th.

I am available to answer any questions you may have regarding this opportunity.

All the best,

Nicole Czorny | Communications Coordinator

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