
From: Valerie Tibbles [vtibbles@evergreen.ca]
Sent: 6/6/2012 5:24:54 PM
To: dina.graser@metrolinx.com
Subject: Toronto Star Advertising Opportunity for MOVE sponsors
Attachments: TOR_STARinsert_MediaKit (2).pdf

Good afternoon

I'd like to let you know about a special advertising opportunity associated with an upcoming Toronto Star insert. As a sponsor of MOVE, Evergreen, we are offering you a deeply discounted rate for ad space in this insert.

Evergreen is producing a 4-page newspaper insert for the Toronto Star Lifestyle section on Saturday June 23rd. 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 public exposition, running from June 30th until the end of October at Evergreen Brick Works. It highlights the past, present and future of urban transportation. We're expecting an additional 100,000 visitors in addition to the 300,000 people that visit Evergreen Brick Works each year. We will also be thanking our MOVE, Evergreen Brick Works and national sponsors in this insert.

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, please note that the ad sales deadline is June 8th (can be extended to June 11) and the artwork deadline is June 12th.

Please direct questions and final artwork to Nicole Czorny Tel: 416.596.1495 x 236, email: nczorny@evergreen.ca or let me know if I can be of assistance.

Thanks,

Valerie

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