
From: Trina Melatti [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=TRINA.MELATTI]
Sent: 6/6/2012 6:30:33 PM
To: Karen Pitre [Karen.Pitre@metrolinx.com]; Erin Whitton [Erin.Whitton@metrolinx.com]
CC: Bianca Wylie [bwylie@swerhun.com]; Dina Graser [Dina.Graser@metrolinx.com]
Subject: RE: Community Newspapers
Attachments: CommunityNewspaperAd.pdf

Hi Karen,

If you and Bianca can create the content, we can take that and send it to Debbie. Erin can take care of that. Debbie will send it to the agency to mock up in appropriate size/format and then we can bring it with us to the MTO meeting on Friday. I'll share it and the email invitation to Judy as a head's up item.

I think Dina also wanted to review the ad content. Have cc'd her on this email.

Thanks,
Trina

From: Karen Pitre
Sent: Wednesday, June 06, 2012 2:23 PM
To: Erin Whitton; Trina Melatti
Cc: Bianca Wylie
Subject: FW: Community Newspapers

Hi Erin and Trina,

Who should contact Debbie? Bianca and I can create the content very quickly and Manuel has provided the community papers.

Karen

From: Manuel Pedrosa
Sent: June 6, 2012 2:11 PM
To: Bianca Wylie
Cc: Karen Pitre
Subject: RE: Community Newspapers

Hi Bianca,

The ads are created by an outside firm through our Strategy and Communications group. Attached is a sample. I recommend getting in touch with Debbie Dias at Debbie.Dias-Schimek@metrolinx.com or 416-869-3600 ext. 5327 to discuss layout for an ad. Be warned that she requires several days notice to have something laid out.

Regards,

Manuel Pedrosa
Manager, Community Relations
Georgetown South Project

GO Transit, a division of Metrolinx
20 Bay Street, Suite 600
Toronto, Ontario M5J 2W3

E-mail: manuel.pedrosa@gotransit.com
twitter.com/GTS_Project
Tel: 647-260-6719
Cell: 416-996-9213

From: Wylie, Bianca [<mailto:bwylie@swerhun.com>]
Sent: Wednesday, June 06, 2012 2:02 PM
To: Manuel Pedrosa
Cc: Karen Pitre
Subject: RE: Community Newspapers

Hi Manuel,

Could you please send me an example of a recent ad that you've placed with them so I can see the formatting/file type, etc.?

I'm hoping it's the same layout for each paper. If not, could you please send me one of each?

Bianca

From: Manuel Pedrosa [<mailto:Manuel.Pedrosa@metrolinx.com>]
Sent: Wednesday, June 06, 2012 1:44 PM
To: Karen Pitre
Cc: Wylie, Bianca
Subject: Community Newspapers

Hi Karen,

Here are the community newspapers we place ads in for corridor-wide communications:

- City Centre Mirror, including the Annex Guardian
- Parkdale Liberty Villager
- York Guardian
- Bloor West Villager

The deadline for submission is usually the Thursday before the week you want the ad placed.

Regards,

Manuel Pedrosa
Manager, Community Relations
Georgetown South Project
GO Transit, a division of Metrolinx
20 Bay Street, Suite 600
Toronto, Ontario M5J 2W3

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