
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 6/8/2012 3:02:18 PM
To: Bozzo, John [John.Bozzo@fleishman.ca]
CC: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Walker, Bill [Bill.Walker@fleishman.ca]; Lucia Piccinni [lpiccinni@evergreen.ca] [lpiccinni@evergreen.ca]
Subject: RE: Advertising opportunity: Toronto Star Insert

John – thanks for getting back so promptly. Judy has the definitive word on this, but:

- I don't think there's a word count per se – it's 1/5 of a page so judge yourself accordingly – not too text heavy, I wouldn't think.
- To that end, I agree it should be ad copy
- I have asked Lucia at Evergreen to send me her preliminary thinking on our panels so that perhaps we could pick up a visual from something we are already using – I can forward that to you and hopefully we can reflect some of our content.

Dina

From: Bozzo, John [mailto:John.Bozzo@fleishman.ca]
Sent: June 8, 2012 11:57 AM
To: Dina Graser
Cc: Judy Pfeifer; Walker, Bill
Subject: Re: Advertising opportunity: Toronto Star Insert

Hi Dina, nice seeing you last night. It was a very helpful meeting. For sure we can help. I need some basic info: is there a word count we should be working to? I think it should "ad copy vs text" but wanted your sense. Also do you have artwork we can use so that the ad has some visuals? What projects will be featured in the Mx exhibit? That way we can reference the same material. If you can provide or put me in touch someone, we can put draft copy together for you to review Monday. Let me know...thanks. John

Sent from my iPad

On 2012-06-08, at 11:47 AM, "Dina Graser" <Dina.Graser@metrolinx.com> wrote:

John, can you guys please write the text for the ad? We need to have artwork submitted by the 12th so it is quick turnaround – can we see something Monday morning?

From: Bozzo, John [mailto:John.Bozzo@fleishman.ca]
Sent: June 6, 2012 5:23 PM
To: Dina Graser
Subject: RE: Advertising opportunity: Toronto Star Insert

I agree, let me know how I can help...John

From: Dina Graser [mailto:Dina.Graser@metrolinx.com]
Sent: Wednesday, June 06, 2012 5:20 PM
To: Judy Pfeifer; Bozzo, John
Cc: Vasie Papadopoulos
Subject: RE: Advertising opportunity: Toronto Star Insert

An 1/8 pg, \$1100

1/5 pg, \$1400

Go big(ger) or go home, I vote

From: Judy Pfeifer
Sent: June 6, 2012 5:19 PM
To: Bozzo, John; Dina Graser
Cc: Vasie Papadopoulos
Subject: RE: Advertising opportunity: Toronto Star Insert

Let's go for it.

Dina, remind me of the costs.

From: Bozzo, John [<mailto:John.Bozzo@fleishman.ca>]
Sent: Wednesday, June 06, 2012 4:26 PM
To: Dina Graser; Judy Pfeifer
Cc: Vasie Papadopoulos
Subject: RE: Advertising opportunity: Toronto Star Insert

One subtle edit from my part "We are Moving" and "it is part of a Plan". Let me know if you and Judy want to go ahead with ad and how I can help. John

From: Dina Graser [<mailto:Dina.Graser@metrolinx.com>]
Sent: Wednesday, June 06, 2012 4:13 PM
To: Bozzo, John; Judy Pfeifer
Cc: Vasie Papadopoulos
Subject: RE: Advertising opportunity: Toronto Star Insert

Not sure -- it's all from our decks, which I think you have. I'm waiting for them to come back to me with proposed panels based on the decks. I think part of the question is strategic -- what do we want the public to know about Metrolinx right now? That "we're moving already" kind of thing, highlighting projects? Or we need to get moving and we have a plan? This should ideally fit with our overall comms plan I think.

From: Bozzo, John [<mailto:John.Bozzo@fleishman.ca>]
Sent: June 6, 2012 3:15 PM
To: Dina Graser; Judy Pfeifer
Subject: RE: Advertising opportunity: Toronto Star Insert

That's great, then I think the ad makes even more sense. Would that content be useful for the ad as well?
John

From: Dina Graser [<mailto:Dina.Graser@metrolinx.com>]
Sent: Wednesday, June 06, 2012 2:55 PM
To: Bozzo, John; Judy Pfeifer
Subject: RE: Advertising opportunity: Toronto Star Insert

Thanks John. FYI, we are a major partner/funder in this exhibition and will have a 50' wall with panels in a section titled "True Cost Trip" with Big Move-related content, now under development.

From: Bozzo, John [<mailto:John.Bozzo@fleishman.ca>]
Sent: June 6, 2012 2:30 PM
To: Judy Pfeifer
Cc: Dina Graser
Subject: RE: Advertising opportunity: Toronto Star Insert

Hi Judy. Some thoughts for you to consider:

- 1) Is Mx involved in the MOVE exposition in any other way? Sponsor? Exhibits?
- 2) From a cost perspective this makes totally sense
- 3) There is a clear linkage on the content side, which makes the ads more useful and will resonate more effectively
- 4) I would not recommend "awareness" ads at all; if we go with it I would look at this as an opportunity either to promote our exhibit if there is one; if not lets make the ad about "The Big Move" projects with shovels in the ground already, playing up on the their theme of "the past, present and future of urban transportation".
- 5) The timeline for artwork is tight, but I think you have an ad firm so we should be able to provide the copy elements and creative brief to meet the deadline,

Happy to discuss and help out if you need me to get involved. John

From: Judy Pfeifer [<mailto:Judy.Pfeifer@metrolinx.com>]
Sent: Wednesday, June 06, 2012 1:35 PM
To: Bozzo, John
Cc: Dina Graser
Subject: FW: Advertising opportunity: Toronto Star Insert
Importance: High

John, thoughts?

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 is 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

416.596.1495x236 | Centre for Green Cities | 550 Bayview Ave. | Toronto ON | M4W 3X8

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