
From: Marilyn Hood [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARILYN HOOD]
Sent: 7/6/2012 2:10:40 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: FW: Increased promo for Barrie service -- additional costs for approval

Is the normal process for this to get the funding from the program area?

From: Jessica Kosmack
Sent: Friday, July 06, 2012 8:26 AM
To: Marilyn Hood
Cc: Judy Pfeifer; Nancy Pogue; Dina Graser
Subject: Increased promo for Barrie service -- additional costs for approval

Hi Marilyn,

A few of the initiatives to increase Barrie promo for the weekend service will involve more \$\$.

Seeking formal approval to proceed with these – budget can be found within the Marketing & Comms areas:

- **NEW** print advertising in Metro and 24Hrs newspapers – cost: \$5,896.53 for two insertions in Metro and two insertions in 24 Hours.
- **ADDITIONAL** two weeks of radio tags (highlighting summer GO wknd services to Barrie *and* Niagara) on Toronto-region radio: \$20,706.00
- Focused promotion around the Art Train when it is running on the Barrie line (mid-late July/early August) – Publicist (Dina to arrange – approx. \$2500)
- Create/hang custom banners at Barrie line stations – tbc, but approx.. \$2000

Thanks,
Jessica

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