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**From:** Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]  
**Sent:** 7/10/2012 11:11:45 AM  
**To:** Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Marilyn Hood [Marilyn.Hood@metrolinx.com]  
**CC:** Nancy Pogue [Nancy.Pogue@metrolinx.com]; Dina Graser [Dina.Graser@metrolinx.com]  
**Subject:** Re: Increased promo for Barrie service -- additional costs for approval

Will do, Judy.

**From:** Judy Pfeifer  
**Sent:** Monday, July 09, 2012 07:32 PM  
**To:** Jessica Kosmack; Marilyn Hood  
**Cc:** Nancy Pogue; Dina Graser  
**Subject:** RE: Increased promo for Barrie service -- additional costs for approval

Jessica,

Can I suggest you organize a 1 hour brainstorming session tomorrow with a whole bunch of folks - members of the marketing team, strategic communications, stakeholder, Anne Marie and others. Let's see whether we can come up with more ideas regarding how to promote this train.

Judy

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**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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