
From: Jessica Kosmack [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JESSICA.KOSMACK]
Sent: 7/10/2012 1:26:15 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]
Subject: RE: Increased promo for Barrie service -- additional costs for approval

Meeting set up for 3pm today – I'll let you know the outcomes, as well as my discussion with FH.

From: Judy Pfeifer
Sent: Monday, July 09, 2012 7:32 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

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 wkd 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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