
From: Michael Cooper [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MICHAELCO]
Sent: 7/17/2012 12:50:16 PM
To: Dina Graser [Dina.Graser@metrolinx.com]
Subject: Metrolinx Topiary
Attachments: Logo A Metrolinx.pdf; Logo B Metrolinx UP.pdf; Logo C Metrolinx GO.pdf

Good Morning Dina,

When Metrolinx purchased the CN Advertising rights part of the deal included the topiary logos seen on the Gardiner Expressway. We have an opportunity to put up Metrolinx messaging (400k eyes daily) for roughly \$100k per year which is a great value. Steve Naylor wants to make sure we get permission from MTO before we proceed going through the marketing department budget. I have attached preliminary artwork. Only one of the three logos will be used.

Thanks,

Michael

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