
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 7/18/2012 9:25:00 PM
To: Marilyn [Hood]
Subject: RE: Updated ad spend quote

Perfect. Thanks.

From: Marilyn Hood
Sent: July 18, 2012 5:24 PM
To: Dina Graser
Subject: Re: Updated ad spend quote

I have a meeting with Finance on Friday to get a walk through.

:: sent via blackberry

From: Dina Graser
Sent: Wednesday, July 18, 2012 05:23 PM
To: Marilyn Hood
Subject: FW: Updated ad spend quote

Marilyn, have you had a chance to go through your budget yet? I recommend you sit down with David Gould from finance and have him walk you through it, if you haven't done so already.

Re the below - do you want to raise this with Judy at our 2:1 on Monday morning?

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From: Andrea Gusen
Sent: July 18, 2012 4:36 PM
To: Dina Graser
Subject: FW: Updated ad spend quote

Dina – please see revised ad buy proposal below for Accessibility public meetings.

Have you chatted with Marilyn yet re. budget for this?

Thanks,
Andrea

From: Sarah Roger
Sent: Wednesday, July 18, 2012 4:11 PM
To: Andrea Gusen; Jeffrey Short; Lisa Jones
Cc: Silvan Bruno; Nicholas Kazakoff
Subject: Updated ad spend quote

Hi there,

Just an FYI , not sure if I circulated this already, but here is the updated ad spend quote based on our meeting last week where it was decided to add more papers.

Newspaper	Circ.	Cost
24Hours	685,800	\$ 896.00
Barrie Examiner	44,729	\$ 970.70
Brampton Guardian	121,500	\$ 1,949.60
Burlington Post	49,780	\$ 1,795.60
Etobicoke Guardian	70,125	\$ 2,402.80
Georgetown/Acton - The Independent & Free Press	22,500	\$ 1,465.60
Guelph Tribune	40,000	\$ 1,307.20
Hamilton Spectator	103,357	\$ 5,998.95
Kitchener Record	63,147	\$ 4,300.75
Markham Economist & Sun	66,360	\$ 1,847.88
Metro	529,900	\$ 1,617.00
Milton Canadian Champion	27,200	\$ 1,368.80
Mississauga News	123,300	\$ 2,794.40
Newmarket-Aurora Era-Banner-Georgina Era-Banner	97,908	\$ 1,861.00
Niagara This Week (includes Grimsby Lincoln News)	165,666	\$ 1,980.40
Oakville Beaver	51,180	\$ 1,747.25
Oshawa/Whitby This Week	79,700	\$ 2,084.13
Peterborough Examiner	47,145	\$ 1,256.28
Richmond Hill/Thornhill Liberal	50,798	\$ 1,904.75
Scarborough Mirror	114,875	\$ 2,719.60
St. Catharines Standard	70,403	\$ 2,204.27
Stouffville Sun-Tribune	12,500	\$ 1,274.75
Vaughan Citizen	53,000	\$ 1,511.00
Total 1 insertion		\$47,258.69
Total 2 insertions		\$94,517.38

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