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**From:** Andrea Gusen [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=ANDREAG]  
**Sent:** 7/19/2012 8:03:40 PM  
**To:** Dina Graser [Dina.Graser@metrolinx.com]  
**Subject:** FW: Updated ad spend quote  
**Attachments:** Ad calendar.docx

Further info on the ad buy for the accessibility public meetings.

Our deadline for submitting ad(s) to MTO for approval is next week, July 26, in order to have them placed as per our optimal timelines.

Andrea

**From:** Sarah Roger  
**Sent:** Thursday, July 19, 2012 2:45 PM  
**To:** Andrea Gusen; Jeffrey Short  
**Cc:** Lisa Jones  
**Subject:** RE: Updated ad spend quote

This is just an FYI. I've put together a calendar of approximately when we will need to advertise in certain papers based on running two ads 4 and 2 weeks prior to the event (assuming we will have approval to move forward with this very large ad spend). I am still tweaking the working of the ad, but we will need to send it to MTO for their approval next week to meet these timelines.

**From:** Andrea Gusen  
**Sent:** Wednesday, July 18, 2012 4:47 PM  
**To:** Jeffrey Short; Sarah Roger  
**Cc:** Lisa Jones  
**Subject:** RE: Updated ad spend quote

I just flipped it to Dina and asked whether she'd discussed budget for this with Marilyn, the new Strat Comms director.

AG

**From:** Jeffrey Short  
**Sent:** Wednesday, July 18, 2012 4:46 PM  
**To:** Sarah Roger  
**Cc:** Lisa Jones; Andrea Gusen  
**Subject:** RE: Updated ad spend quote

Hi again, Sarah. Has this been sent to Dina, Eve and Angela yet?

Thanks,  
Jeff

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

Sarah Roger  
Communications Coordinator  
Strategic Communications  
Metrolinx  
T: 416.869.3600 ext. 5693  
[Sarah.Roger@metrolinx.com](mailto:Sarah.Roger@metrolinx.com)

