
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 7/19/2012 8:57:00 PM
To: Andrea [Gusen]; Marilyn [Hood]
Subject: FW: Updated ad spend quote
Attachments: Ad calendar.docx

Thanks Andrea. Marilyn, please have a look and we can discuss tomorrow/Monday the extent of the ad buy for these accessibility public meetings.

Dina

From: Andrea Gusen
Sent: July 19, 2012 4:04 PM
To: Dina Graser
Subject: FW: Updated ad spend quote

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
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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