

Briefing Document

DATE: September 17, 2012
 TOPIC: **Metrolinx "Topiary" Logo Media Placement Contract With Hillside Media**

Issue:

One of Metrolinx non-fare advertising assets is the landmark advertising space, a 1km stretch of "topiary" corporate advertising along the Gardiner Expressway and Metrolinx Rail Corridor. An opportunity for Metrolinx logo branding space has been brought forward by Hillside Media who currently manages this advertising asset for Metrolinx. This environmentally friendly "green advertising" is coveted by major corporations like CN, Bombardier, FedEx, Vale, Deloitte, and the City of Toronto.

Details/Background

Hillside Media has been managing this "topiary" property for the City and CN Rail since 1987. The Metrolinx purchase of CN's advertising rights in March 2012 included this advertising asset which Hillside Media now manages for Metrolinx. Hillside Media

Commercially Sensitive Information

along the Metrolinx rail corridor. Hillside provides an important service and has a good relationship with Metrolinx Rail Corridors in maintaining the beauty and safety along this stretch of Metrolinx rail corridor.

Marketing Support for Metrolinx Logo

- North Star Research Partners and Goldfarb Consultants shows 73% of our core transit riders market surveyed view the Hillside advertising regularly retain the names of these advertising sponsors.
- Daily traffic count: 400,000 commuters pass this point each day -
 VIA: 5000 GO Transit: 25,400 Gardiner: 283,545 Lakeshore: 54,170
- Comparable advertising rates table in other mediums for corporate messaging:

Various Advertising Mediums and Costs			
Digital board advertising on Gardiner		\$25,000	monthly
Newspaper half page		\$16,000	daily
Hillside logo		\$8,000	monthly

- Costs 66% less than traditional signboard messaging along the Gardiner Expressway
- Metrolinx moves to the front of the minimum 5 year Corporate waiting list for this highly coveted advertising space and can get a placement in 2012

- Branding logo space has been "sold out" for the past 21 years.
- Our strategic partner rail services with Bombardier and CN (whose corporate logos are already in place) would provide an alignment and opportunity to create transportation advertising synergy.
- Metrolinx participation includes support of the UNITED WAY and TORONTO floral logos.
- Logo ties in with the Metrolinx environmentally "green" sustainability agenda with 50,000 plants in place and with Hillside Media introducing a solar panels initiative through the Ontario "FIT" program that would provide a share of new non-fare revenue to Metrolinx.

Metrolinx Logo Contract Cost Summary

Panels contracted for herein:

One

Production Cost:

Not to exceed \$25,000.00 plus H.S.T. Payment is due on signing of contract.
Metrolinx to choose Logo four weeks prior to commencement of production.

Duration of Contract:

3 years – Commencement date and Logo placement based on next availability
(mid-September 2012 for production)

Annual Rental:

\$109,000.00 Annually plus H.S.T. Payment is due in advance prior to the 1st day of each year of the term which is offset by Hillside Media rent revenues payable to Metrolinx.

Thank you.

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Date: Sept 7, 2012