
From: Anne Marie Aikins [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=ANNE MARIE AIKINS]
Sent: 9/17/2012 11:52:21 PM
To: Marilyn Hood [Marilyn.Hood@metrolinx.com]; Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Trina Melatti [Trina.Melatti@metrolinx.com]
Subject: Re: advertising question

My understanding is that it would be written like a news story with pics using info already available on our site

Anne Marie Aikins
Strategic Communications
Metrolinx
416.576.0859

From: Marilyn Hood
Sent: Monday, September 17, 2012 07:47 PM
To: Anne Marie Aikins; Judy Pfeifer; Trina Melatti
Subject: RE: advertising question

I realize that. But exactly what is it we are proposing to "advertise"?

From: Anne Marie Aikins
Sent: Monday, September 17, 2012 7:34 PM
To: Marilyn Hood; Judy Pfeifer; Trina Melatti
Subject: Re: advertising question

This was for the insert that came up in the ARL meeting. The info and quote for it is in their advertising package

Anne Marie Aikins
Strategic Communications
Metrolinx
416.576.0859

From: Marilyn Hood
Sent: Monday, September 17, 2012 07:27 PM
To: Anne Marie Aikins; Judy Pfeifer; Trina Melatti
Subject: RE: advertising question

What exactly are we advertising?

From: Anne Marie Aikins
Sent: Monday, September 17, 2012 3:02 PM
To: Judy Pfeifer; Trina Melatti
Cc: Marilyn Hood
Subject: FW: advertising question

Received the Spacing quote for an insert. 1-2 pages is \$700 for the Toronto edition and deadline is Nov 7 – goes out in Dec. Thought I best give this to you now since the deadline is only a few weeks away

From: Lauren Purves of Spacing magazine [mailto:lauren@spacing.ca]

Sent: Monday, September 17, 2012 3:00 PM

To: Anne Marie Aikins

Subject: Re: advertising question

Sorry Anne. Here is the attached media kit. The deadline for the ad artwork is November 7th.