

Message

**From:** Steve Naylor [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEVE.NAYLOR]  
**Sent:** 9/18/2012 1:20:43 PM  
**Subject:** FW: budget "holds"

**From:** Marilyn Hood  
**Sent:** Tuesday, September 18, 2012 9:02 AM  
**To:** Steve Naylor  
**Cc:** Judy Pfeifer; Marilyn Hood  
**Subject:** budget "holds"

Hi Steve

Thanks for the meeting yesterday. I can't tell you how relieved I am that someone will be helping me sort out and realign the cost centres.

In terms of interim "holds" for Strategic Communication cost centres for 2013-14, please consider the following:

# Non-Responsive Information

- 6161 Advertising. Current fiscal year budget is 1.4M. This account has every kind of advertising in it, marketing agency fees, and some other miscellaneous costs that I haven't yet been able to figure out. I suggest we put a hold of 1M in this until we can sort out what the needs will be related to the various lines of business.

# Non-Responsive Information

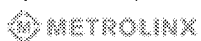
*Some FYI notes re GO advertising, printing and promotion*

*\*Budget needs to include cost of printing & publishing for all customer facing materials, such as Schedules, Mini Schedules, Displays, Posters, Advertisements & Partnerships*

**GO Transit Board Periods:**

# Non-Responsive Information

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