
From: Stephanie Trendocher [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEPHANIE.TRENDOCHER]
Sent: 9/20/2012 1:35:10 PM
To: csaid@no9.ca; Andrew Davies (andrewmldavies@gmail.com) [andrewmldavies@gmail.com]; Dina Graser [Dina.Graser@metrolinx.com]
Subject: Metro advertorial
Attachments: Advertorial_ServiceChanges_NuitBlanche2012.docx

Hi Dina, Andrew,

Please find the write-up attached. I'll need your comments asap as this has to go out today to the paper.

Cara, with regard to the photos, they'll need to be 200 dpi. Please send 2-3 options.

Thanks!

STEPHANIE TREDOCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

-----Original Message-----

From: csaid@no9.ca [mailto:csaid@no9.ca]
Sent: Thursday, September 20, 2012 9:30 AM
To: Stephanie Trendocher
Subject: Metro

Hello Stephanie,

That is great about Metro, we will supply you with photos and would like to have proof over all text that will be published. Can you let me know how many photos you want and send us the editorial asap. Can you also ask metro what size they want the images to be for print? We have some new images of the train in the landscape.

Best,

Cara

> Hi Andrew,
>
> I think it's a good opportunity to get exposure for the project and to
> engage people who are coming into Toronto to see great art.
> Interesting discussion sparked in the video comment forums following
> the docents being on board the Supercrawl trains.
>
> We have special Nuit Blanche service on 6 of our 7 lines that will
> feed in people to Union Station. The trains will be arriving around
> 6:45 - 7:00 pm and departing around 2:00 - 2:30 am so the timing would work really well.
> It could be the first or last art exhibit riders see. This would make
> for a memorable experience.
>
> In terms of promotion we have sent out creative for our ads already.
> However we are running an ad in Metro, and their editorial team is
> open to us supplying editorial that they could run adjacent with the
> ad. This would be about 350 words with some photos. If you could
> supply us with some photos by Sept 20, we could generate content
> around the event at Union.
>
> Thanks
> Stephanie
>
>
> From: Andrew Davies [mailto:andrewmldavies@gmail.com]
> Sent: Tuesday, September 18, 2012 3:51 PM
> To: Stephanie Trendocher
> Cc: Dina Graser; csaid@no9.ca
> Subject: Re: Nuit Blanche
>
> Stephanie
>
> Not sure it makes sense to have Jennifer and Daniel there but I have

> sent them the opportunity anyway and am waiting to hear back from
> them. I am trying to get a lecture for them through the Canadian Art
> Foundation which I think would be a better venue for them to present
> to the public. We could have two docents there on an 7 hr shift from
> 7:00pm to 2pm if Metrolinx wants this. Is there a plan to promote that
> the train will be available for viewing? If not not sure a lot of
> people will show up to see it. Are there a lot of other events going
> on at Union Station for Nuit Blanche?
> Recap if you want to activate the train the time would be from 7pm to 2pm.
>
> Best
> Andrew
> On 18-Sep-12, at 3:36 PM, Stephanie Trendocher wrote:
>
>
> Hi all,
>
> Just following up on my email. Rail Operations would like us to
> confirm the times we would like the Art Train stationed at Union for Nuit Blanche.
> They have proposed bringing it in on the special trip coming from
> Richmond Hill, arriving at 6:50 pm. They need to know what time we
> would like it at Union until for public viewing.
>
> Please let me know if you would like to pursue this asap, as they need
> to work out crewing, scheduling.
>
> Thanks
> Stephanie
>
> From: Stephanie Trendocher
> Sent: Monday, September 17, 2012 1:23 PM
> To: Andrew Davies
> (andrewmldavies@gmail.com<mailto:andrewmldavies@gmail.com>)
> Cc: Dina Graser; csaid@no9.ca<mailto:csaid@no9.ca>
> Subject: Nuit Blanche
>
> Hi Andrew, Cara,
>
> I had a chance to meet the docents on Friday. They were doing a great
> job engaging folks on the train.
>
> For the night of Nuit Blanche, would you like to station the Art Train
> at Union and invite people to come view the project and engage with
> the docents? Might be a good opportunity for the public to speak to
> Jennifer and Daniel about the work. If so, rail ops has suggested
> using the same platform as the media launch but will need to know
> during what time we would like the train to be there.
>
> Please advise.
>
> Thanks,
>
> STEPHANIE TRENDOCHER
> Marketing Coordinator
> Design, Marketing & Brand
> Metrolinx - GO Transit
> 20 Bay Street, Suite 600
> Toronto, ON M5J 2W3
> 416.869.3600 ext. 5648
>
> Andrew Davies
> Executive Director
>
> No.9 Contemporary Art & the Environment
> 215 Spadina Avenue, Suite 414
> The Centre for Social Innovation
> Toronto, ON M5T 2C7
>
> m.(647)284-4581
> o. (416)644-1019
>
> www.no9.ca<http://www.no9.ca>
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