
From: Caroline Busbridge [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=CAROLINEB]
Sent: 9/21/2012 2:00:29 PM
To: Dina Graser [Dina.Graser@metrolinx.com]; Stephanie Trendocher [Stephanie.Trendocher@metrolinx.com]
Subject: Re: Metro - advertorial

No problem...I'm here!

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

From: Dina Graser
Sent: Friday, September 21, 2012 09:59 AM
To: Stephanie Trendocher
Cc: Caroline Busbridge
Subject: Re: Metro - advertorial

Oh god I totally forgot about this. Sorry Stephanie. Caroline I'm in Weston but will come by when I get in, in about an hour.
Dina

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

From: Stephanie Trendocher
Sent: Friday, September 21, 2012 09:36 AM
To: Dina Graser
Cc: Caroline Busbridge
Subject: RE: Metro - advertorial

Dina,

Can you provide any comments to Caroline? I am not in the office today. She will update the advertorial.

Thanks.
Stephanie

From: Dina Graser
Sent: Thursday, September 20, 2012 1:22 PM
To: Stephanie Trendocher
Subject: Re: Metro - advertorial

I've been out of the office all day and have a meeting from 1:30-2. Can I give you my comments right after? They are minor.

Tx
D

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

From: Stephanie Trendocher
Sent: Thursday, September 20, 2012 01:05 PM
To: Dina Graser
Subject: Metro - advertorial

Hi Dina,

Were you okay with the advertorial? We only had minor comments from No. 9.

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 10:53 AM
To: Stephanie Trendocher
Subject: RE: pictures

That's okay,

Here is our revised version of the editorial, we added a subtitle, and i highlighted a place where i thought you had a typo. and the last sentence as a run-on sentence to potentially be revised.

Also attached are our images.

Best,

Cara

> No I don't, apologies. Only that its 200 dpi

>

> STEPHANIE TRENDOSCHER

> Advertising & Promotions Coordinator

> 416.869.3600 ext. 5648

>

> -----Original Message-----

> From: csaid@no9.ca [mailto:csaid@no9.ca]

> Sent: Thursday, September 20, 2012 10:21 AM

> To: Stephanie Trendoscher

> Subject: pictures

>

> In order to pick the right photos we wanted to know how big the image

> will be in print. Do you know how many inches the photos will be printed in?

>

> Cara

>

>> 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 TRENDOSCHER

>> 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 Trendoscher

>> 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 TRENDOSCHER
>>> 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
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>>> www.no9.ca<http://www.no9.ca>
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