

Message

From: Steve Naylor [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEVE.NAYLOR]
Sent: 9/26/2012 5:51:42 PM
Subject: Fw: budget "holds"

From: Marilyn Hood
Sent: Tuesday, September 18, 2012 09:02 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:

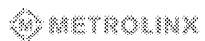
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Non-Responsive Information

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