

MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT: Go Train / Metrolinx **CAMPAIGN NAME:** Barrie Service
PRODUCT: BAR **MPA #:** MLX_NSP_Barrie_FY12_13
MEDIA: NSP
REVISION: Original **DATE:** 4-May-12

PLANNED CAMPAIGN DETAILS		Total Net
Newspaper 1/4 pg 1 colour Barrie Advance Bradford West Gwillimbury Topic Newmarket-Aurora Era-Banner Vaughan Citizen		\$ 28,969.20
Total Net Media:		\$ 28,969.20
Fee @ 3.25% of gross:		\$ 1,107.65
HST:		\$ 3,909.99
Total Expenditure:		\$ 33,986.84

Revision:

- 1.
- 2.
- 3.

We authorize you to place on our behalf, and with the authority to bind us to the commitment/obligation stated in this authorization. We agree that total cost may be subject to adjustments due to media rate changes, short rates, schedule changes, etc and that the advertising in this estimate is cancelable only in accordance with the rules and/or regulations on the contract/insertion orders applicable to the separate media listed. We authorize you to move dollars within this schedule (but not to exceed aggregate dollars approved) to meet our overall needs and, we recognize that positioning is not guaranteed by vendors unless otherwise stated. Payments shall be made and paid by us based on ordered media within thirty days (or within terms agreed to within the letter of agreement with agency) of invoice date and Agency shall not be required to release funds to the media vendors until payment from us has cleared.

Agency: Jess Rego **Date Issued:** 4-May

Client Signature: [Signature] **Date Approved:** May 7, 2012

Client Print Name: _____

Special notes/instructions: