



Ontario Tourism Marketing  
Partnership Corporation  
An Agency of the Government of Ontario

Invoice To:

METROLINX GO TRANSIT  
Attn: STEPHANIE TRENDOSCHER & TONY  
BOWMAN  
20 BAY STREET, SUITE 600  
TORONTO, ONTARIO  
M5J 2W3

011467 ✓  
Invoice Number: IN0005834

Invoice Date: Apr. 24, 2012

P.R. Number: R40001

Invoice Amount Due Upon Receipt

RE: 2012 Ontario Print/Digital Publications & E-newsletters

| Description                                                                               | Amount    |
|-------------------------------------------------------------------------------------------|-----------|
| English Print Ad - Full Page (Tablet Ad Included)                                         | 21,500.00 |
| P.R. 033985<br>P.O. 100004<br>1-0735-6161-8050-000000-00-00<br>ENTERED BY:<br>JUN 20 2012 |           |

Please record invoice number on cheque.

Credit Cards Accepted: VISA and MasterCard. Please call Labrina at the number below to arrange payment.

552

Sub-Total 21,500.00

HST 2,795.00

Invoice Total 24,295.00

AMOUNT DUE **\$24,295.00**

PAID  
JUN 21 2012

Please make cheques payable to:  
**Ontario Tourism Marketing Partnership Corporation**  
Contact: Labrina Douros tel. 416-314-2174 / fax 416-325-6004

Our GST Registration Number is #R88392-2908

10 Dundas Street East Suite 900 Toronto Ontario M7A 2A1

✓  
MX\_ADVERTISING00001063.0001

January

2012 Ontario Print/Digital Publications & E-newsletters  
INSERTION ORDER

Organization/Advertiser: Metrolinx - GO Transit  
Auth. Contact Person: Stephanie Tremblay / Tony Bowman  
Address: 20 Bay St, Suite 600  
City: Toronto Province: ON Postal Code: M5J 2W3  
Telephone: 9 416-591-3000 x5648 Fax 416 267 1732  
Email Address: stephanie.tremblay@metrolinx.com

ADVERTISING RATES & GUIDELINES

1. **Limits per advertiser:** One (1) print ad page or up to three x 1/6 page ads (with different messaging).
2. Print marketplace (1/6 page) templated ads cannot be combined into larger ad sizes of 1/3 and 1/2 page.
3. Full page ads are to be **brand-focused** and feature contemporary graphic design that will achieve optimal compatibility with the magazine's overall design aesthetic.
4. Ontario Tourism reserves the right to decline advertising materials that do not meet these guidelines.

| (A) English Print Ad (425,000 distribution)                                                                                                                                                                                                                                                                                                          |                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Full Page<br>Note: Full page tablet ad is included. Advertiser to supply creative. Select one:<br>Opt out of tablet ad <input type="checkbox"/> OR Will supply tablet ad <input checked="" type="checkbox"/>                                                                                                                                         | <input checked="" type="checkbox"/> \$21,500 |
| Marketplace (1/6 pg.) Ad # _____ @ \$4,000<br>Note: Marketplace print ads will automatically be included in the French version of the publication at no cost to the advertiser. Ontario Tourism will translate ads. Please check here <input type="checkbox"/> if you do NOT wish your Marketplace (1/6 page) ad to be included in the French issue. | \$ _____                                     |
| (B) French Print Ad (30,000 distribution)                                                                                                                                                                                                                                                                                                            |                                              |
| Full Page                                                                                                                                                                                                                                                                                                                                            | <input type="checkbox"/> \$1,800             |
| (C) English E-newsletter Banner Ad (200,000 distribution/issue)                                                                                                                                                                                                                                                                                      |                                              |
| mid-June <input type="checkbox"/> \$2,500<br>mid-July <input type="checkbox"/> \$2,500<br>Max. 4 ads available per issue. Limit one position per advertiser per e-newsletter.                                                                                                                                                                        |                                              |
| (A) English Print Ad Total                                                                                                                                                                                                                                                                                                                           | \$ 21,500                                    |
| (B) French Print Ad Total                                                                                                                                                                                                                                                                                                                            | \$ _____                                     |
| (C) English E-newsletter Banner Ad Total                                                                                                                                                                                                                                                                                                             | \$ _____                                     |
| <b>Subtotal (subject to 13% HST)</b>                                                                                                                                                                                                                                                                                                                 | <b>\$ 21,500</b>                             |

Contact OTMPC Partnership Development & Sales  
regarding cover page interest.

BOOK NOW!

SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS

Materials Deadlines: Feb. 17 (publications); one month prior to deployment (e-newsletters)

Payment - Upon invoice receipt or by credit card. See below.

PAYMENT OPTIONS:

|                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------|
| Option 1: <input checked="" type="checkbox"/> Please invoice me. Payment is due within 30 days of receiving invoice. |
| Option 2: <input type="checkbox"/> Please charge the following credit card:                                          |
| Credit Card Type: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard                                  |
| Card Number: _____ CVC: _____                                                                                        |
| Expiry Date on Card: Month: _____ Year: _____                                                                        |
| Name on Card: _____                                                                                                  |
| Cardholder Signature: _____                                                                                          |

**CONFIRMATION:** If you do not receive a confirmation-of-booking within 3 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership Development and Sales Department. **No order should be considered booked until you receive this confirmation.**

**MATERIALS:** Materials Shipping Slip(s) will be issued with electronic confirmation-of-booking.

**PAYMENT:** Rates are in Canadian dollars. If paying by credit card, please submit details as outlined above. If paying by cheque, please make it payable to: Ontario Tourism Marketing Partnership Corp., Attention: Accounts Receivable, 10 Dundas Street East, Suite 900, Toronto, ON M7A 2A1 and include a copy of the insertion order.

**Authorization** - I contract irrevocably with the Ontario Tourism Marketing Partnership Corp. (an agency of the Government of Ontario), on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document "Terms of the Agreement" on page 3.

**Commitment Guarantee:** I understand that by signing and returning this Insertion Order, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges noted above.

Authorized Signature: \_\_\_\_\_

Print Name: Tony Bowman

Date: March 27/12

10 Dundas Street East, Suite 900 • Toronto, Ontario, Canada M7A 2A1 • 1.888.365.4422 • 416.314.6314 • 416.314.6976

For more information, visit our website at [www.ontariotourism.com](http://www.ontariotourism.com)