



MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT: Go Train / Metrolinx CAMPAIGN NAME: Niagara Train Service 2012_13
PRODUCT: NiagaraTrain Service 2012_2013 MPA #: Metrolinx_Niagara_Train Service_FY12_13
MEDIA: OOH
REVISION: Original DATE: 12-Apr-12

PLANNED CAMPAIGN DETAILS	Total Net
OOH Digital screens TTC Subway network - 15 sec spots Tues-Thurs (see BC for scheduling)	\$ 17,035.00
Total Net Media:	\$ 17,035.00
Fee @ 3.25% of gross:	\$ 651.34
HST:	\$ 2,299.22
Total Expenditure:	\$ 19,985.56

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 contracts/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: Cristina Sirbu Date Issued: 12-Apr

Client Signature: _____ Date Approved: _____

Client Print Name: _____

Special notes/instructions:

	May	June	July	August	September	TOTAL (excl. Ag. Fees)
	30 7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24	\$
Advertising						
Print						
Magazines Toronto Life July issue - alongside best of Ontario Wine Tours feature, 1/2 vertical square Niagara Magazine July/August issue - full page - 125,000 readers Pride Magazine - June & summer issue, 1/3 page ad in conjunction with Bike Train 2012 Wine Travel Guide (Full page, 4c./incl. directory listing) <i>(Additional Proposal)</i>	OOH	##				6,750 3,302 contra 7,450
Where Toronto during the Niagara Getaway Guide - Full Page Advertisement (June/July/August) Positioning: within Niagara Getaway Guide Editorial Feature.	OOH	###				13,575
Newspaper Toronto Star Special Edition - Niagara-on-the-Lake - Full page, Saturday, June 9 Morning relatives to pitch editorial as well Toronto Star - Do It This Summer - Full page, Thursday, June 14 - Includes 100,000 Do Itaz implications.enrto.com of TheStar.com Metro, 24 Hours, 10 night 1/4 page The Grid 1/4 page Niagara This Week, 1/4 page Thurs (press run 165,666 copies)			15 sec spots Tues-Thurs (see BC for scheduling)			6,000 3,000 contra 8,500 5,492
Online Ontario Tourism Marketing Partnership Co. - ontariotravel.net homepage banner ad, 4.3 million yearly hits - if still available Ontario Tourism Marketing Partnership Co. - Digital Publications and E-Newsletters - Feature Listing in June and July issues - 200,000 subscribers Facebook Ads (targeted GTA and Niagara, age group 18-34)						25,000
OOH Digital screens TTC Subway network - 15 sec spots Tues-Thurs Ontario Tourism Marketing Partnership - Outdoor Video Board (Yonge & Dundas Streets, Toronto) 30' x 50' board, 15 second spots - The OTMP will share up to 50% of total cost Ontario Tourism Marketing Partnership - Ontario Travel Information Centre at the Autism on Bay Window Display						17,035
						\$ 100,304.00

Note1: Blue highlighted items - to be confirmed between Go Transit and QTMP
Note2: Toronto Star pricing TBC.

Figure 1 - *Reorganized Chinese* and *Canadian Geographic* have the last, additional component not assigned with the travel and leisure aspect of the campaign: also to highlight features to complement our last



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CLIENT: Go Train / Metrolinx CAMPAIGN NAME: Niagara Train Service 2012_13
PRODUCT: NiagaraTrain Service 2012_2013 MPA #: Metrolinx_Niagara_Train Service_FY12_13
MEDIA: Digital
REVISION: Original DATE: 10-Apr-12

PLANNED CAMPAIGN DETAILS	Total Net
Online Facebook Ads (targeted GTA and Niagara, age group 18-34)	\$ 25,000.00
Total Net Media:	\$ 25,000.00
Fee @ 8% of gross:	\$ 2,352.94
HST:	\$ 3,555.88
Total Expenditure:	\$ 30,908.82

Revision:

- 1.
- 2.
- 3.

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Agency: Cristina Sirbu Date Issued: 10-Apr

Client Signature: _____ Date Approved: _____

Client Print Name: _____

Special notes/instructions:

111 Queen Street West, Suite 2000 Toronto, Ontario M5H 2N6 Tel: 416-593-1234 Fax: 416-593-1235

Niagara Seasonal Service 2012 Marketing & Advertising Activity

	May				June					July					August					September				TOTAL (excl. Ag. Fees)
Advertising	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	8	13	20	27	3	10	17	24	\$
Print																								
Magazines																								
Toronto Life July issue - alongside best of Ontario Wine Tours feature, 1/3 vertical square																								6,750
Niagara Magazine July/August issue - full page - 125,000 readers																								3,302
Pedal Magazine - June & summer issue, 1/3 page ad in conjunction with Bike Train																								contra
2012 Wine Travel Guide (Full page, 4c./ incl. directory listing)																								7,450
Additional Proposal																								
Where Toronto during the Niagara Getaway Guide - Full Page Advertisement (June/July/August)																								13,575
Positioning: within Niagara Getaway Guide Editorial Feature.																								
Newspaper																								
Toronto Star Special Edition - Niagara-on-the-Lake - Full page, Saturday, June 9 (Media relations to pitch editorial as well)																								contra
Toronto Star - Do It This Summer - Full page, Thursday, June 14 - Includes 100,000 Big Box impressions on Toronto.com or TheStar.com																								contra
Metro, 24 Hours, Lo. night 1/4 page																								8,500
The Grid 1/4 page																								5,492
Niagara This Week, 1/4 page Thurs (press run 165,666 copies)																								
Online																								
Ontario Tourism Marketing Partnership Co. - ontariotravel.net homepage banner ad, 4.3 million yearly hits - if still available																								
Ontario Tourism Marketing Partnership Co. - Digital Publications and E-Newsletters - Feature Listing in June and July issues - 200,000 subscribers																								25,000
Facebook Ads (targeted GTA and Niagara, age group 18-34)																								
OOH																								
Digital screens TTC Subway network - 15 sec spots Tues-Thurs																								26,800
Ontario Tourism Marketing Partnership - Outdoor Video Board (Yonge & Dundas Streets, Toronto) 30' x 50' board, 15 second spots - The OTMP will share up to 50% of total cost																								
Ontario Tourism Marketing Partnership - Ontario Travel Information Centre at the Atrium on Bay Window Display																								
																								\$ 110,069.00

Note1: Blue highlighted items - to be confirmed between Go Transit and OTMP

Note2: Toronto Star pricing TBC.

Rev. 1 - Removed Canadian Living and Canadian Geographic from the list, editorial component not aligned with the travel and leisure aspect of the campaign, also no Niagara features to complement our ad.



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PRODUCT: NiagaraTrain Service 2012_2013 MPA #: Metrolinx_Niagara_Train Service_FY12_13
MEDIA: Newspapers/Magazines
REVISION: Original DATE: 12-Apr-12

PLANNED CAMPAIGN DETAILS	Total Net
Magazines Toronto Life July issue - alongside best of Ontario Wine Tours feature, 1/3 vertical square Niagara Magazine July/August issue - full page - 125,000 readers 2012 Wine Travel Guide (Full page, 4c./incl. directory listing) Where Toronto during the Niagara Getaway Guide - Full Page Advertisement (June/July/August) Positioning: within Niagara Getaway Guide Editorial Feature.	\$ 58,269.00
Newspaper Toronto Star Special Edition - Niagara-on-the-Lake - Full page, Saturday, June 9 (Media relations to pitch editorial as well) Toronto Star - Do It! This Summer - Full page, Thursday, June 14 - Includes 100,000 Big Box impressions on Toronto.com or TheStar.com The Grid 1/4 page Niagara This Week, 1/4 page Thurs (press run 165,666 copies)	
Total Net Media:	\$ 58,269.00
Fee @ 3.25% of gross:	\$ 2,227.93
HST:	\$ 7,864.60
Total Expenditure:	\$ 68,361.53

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	30 7 14 21	28 4 11 18 25 2	16 23 30	6 13 20 27	3 10 17 24	\$
Advertising						
Print						
Magazines						
Toronto Life July issue - alongside best of Ontario Wine Tours feature, 1/3 vertical square						6,750
Niagara Magazine July/August issue - full page - 125,000 readers						3,302
Pulse Magazine - June & summer issue, 1/3 page ad in conjunction with Bike Train						contra
2012 Wine Travel Guide (full page, 4c/ incl. directory listing)						7,450
(Additional Proposal)						
Where Toronto during the Niagara Getaway Guide - Full Page Advertisement (June/July/August) Positioning: within Niagara Getaway Guide Editorial Feature.						13,575
Newspaper						
Toronto Star Special Edition - Niagara on the Lake - Full page- Saturday, June 9 Media reference to pitch editorial as well						print
Toronto Star - Drift This Summer - Full page, Thursday, June 14 - insertion 100,000 Big Box impressions onToronto.com or TheStar.com						contra
Metro, 24 Hours, 1.0 night 1/4 page						8,500
The Grid 1/4 page						5,492
Niagara This Week, 1/4 page Thurs (press run 165,665 copies)						
Online						
Ontario Tourism Marketing Partnership Co. - ontariotravel.net homepage banner ad, 4.3 million yearly hits - if still available						25,000
Ontario Tourism Marketing Partnership Co. - Digital Publications and E-Newletters - Feature Listing in June and July issues - 200,000 subscribers						
Facebook Ads (targeted GTA and Niagara, age group 18-34)						
OOH						
Digital screens TTC Subway network - 15 sec spots Tues-Thurs						17,035
Ontario Tourism Marketing Partnership - Outdoor Video Board (Yonge & Dundas Streets, Toronto) 30' x 50' board, 15 second spots - The OTMP will share up to 50% of total cost						
Ontario Tourism Marketing Partnership - Ontario Travel Information Centre at the Astoria Bay Window Display						

See e.g. Giovanni Manzoni's *Il cardinale Lambertini* from the last editorial component not aligned with the travel and leisure aspect of the campaign... also no Niagara features to complement our ad)