ZenithOptimedia

MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT:	Go Train / Metrolinx	CAMPAIGN NAME:	Barrie Service
PRODUCT:	BAR	MPA #:	MLX_RAD_Barrie-Incremental_FY12_13
MEDIA:	Radio		
REVISION:	Original	DATE:	10-Jul-12

PLANNED CAMPAIGN DETAILS	Total Net	
Radio Tags x 2 weeks **:10s / :15s** Toronto: CTN Package 20-25 Spots Start asap - depending on avails	$	41,412.00
Total Net Media:	$	41,412.00
Fee @ 3.25% of gross:	$	1,583.40
HST:	$	5,589.40
Total Expenditure:	$	48,584.80

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 adjusments 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: Jess Rego

Date Issued: 10-Jul

Client Signature:

Date Approved: July 10/12

Client Print Name:

Special notes/instructions:

MX_ADVERTISING00001065.0001

ZenithOptimedia

MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT:	Go Train / Metrolinx	CAMPAIGN NAME:	Barrie Service
PRODUCT:	BAR	MPA #:	MLX_NSP_Barrie-Incremental_FY12_13
MEDIA:	NSP		
REVISION:	Original	DATE:	10-Jul-12

PLANNED CAMPAIGN DETAILS		Total Net
Newspaper 1/4 pg Metro Toronto 24 Hours	Insertions: Thursday, July 12, 2012 / Thursday, July 19, 2011	$ 5,026.00
	Total Net Media:	$ 5,026.00
	Fee @ 3.25% of gross:	$ 192.17
	HST:	$ 678.36
	Total Expenditure:	$ 5,896.53

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Agency: Jess Rego

Date Issued: 10-Jul

Client Signature:

Date Approved: July 10/12

Client Print Name:

Special notes/instructions:

ZenithOptimedia

MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT:	Go Train / Metrolinx	CAMPAIGN NAME:	Barrie Service
PRODUCT:	BAR	MPA #:	MLX_RAD_Barrie_FY12_13
MEDIA:	Radio		
REVISION:	Original	DATE:	4-May-12

PLANNED CAMPAIGN DETAILS		Total Net
Radio Tags **:10s / :15s**		
Barrie: CIQB FM, CHAY FM 20 Spots	$	7,548.00
Toronto: CTN Package 10-15 Spots	$	31,059.00
Total Net Media:	**$**	**38,607.00**
Fee @ 3.25% of gross:	**$**	**1,476.15**
HST:	**$**	**5,210.81**
Total Expenditure:	**$**	**45,293.96**

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Agency: Jess Rego

Date Issued: 4-May

Client Signature:

Date Approved: May 7, 2012

Client Print Name:

Special notes/instructions:

MX_ADVERTISING00001065.0003

ZenithOptimedia

MEDIA PURCHASE AUTHORIZATION - No AG# Required

CLIENT:	Go Train / Metrolinx	CAMPAIGN NAME:	Barrie Service
PRODUCT:	BAR	MPA #:	MLX_OOH_Barrie_FY12_13
MEDIA:	OOH		
REVISION:	Original	DATE:	4-May-12

PLANNED CAMPAIGN DETAILS	Total Net	
OOH **Go Station posters - 13 posters x 10 wks** Union Station (3), Newmarket Train and Bus, Aurora, Rutherford, Maple, King City, Barrie Allendale, Bradford, East Gwillimbury	$	28,568.75
Total Net Media:	$	28,568.75
Fee @ 3.25% of gross:	$	1,092.33
HST:	$	3,855.94
Total Expenditure:	$	33,517.03

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Agency: Jess Rego

Date Issued: 4-May

Client Signature:

Date Approved: May 7, 2012

Client Print Name: Jessica Kosmack

Special notes/instructions:

MX_ADVERTISING00001065.0004