

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.

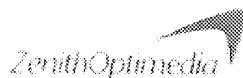
We authorize you to place on our behalf, and with the authority to bind us to the commitment obligation stated in this authorization. We agree that total cost may be subject to adjustments due to media rate changes, short rates, schedule changes, etc and that the advertising in this estimate is cancelable 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: Jess Rego Date Issued: 10-Jul

Client Signature: [Signature] Date Approved: July 10/12

Client Print Name: _____

Special notes/instructions:



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

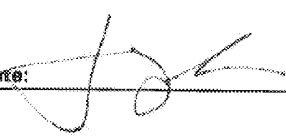
PLANNED CAMPAIGN DETAILS		Total Net
Newspaper 1/4 pg Metro Toronto 24 Hours	Insertions: Thursday, July 12, 2012 / Thursday, July 19, 2011	\$ 5,026.00
Total Net Media:		\$ 5,026.00
Fee @ 3.25% of gross:		\$ 192.17
HST:		\$ 678.36
Total Expenditure:		\$ 5,896.53

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- 1.
- 2.
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Special notes/instructions:

MEDIA PURCHASE AUTHORIZATION - No AG# Required

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

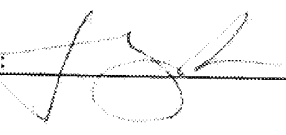
PLANNED CAMPAIGN DETAILS		Total Net
Radio Tags :10s / :15s		
Barrie: CIQB FM, CHAY FM 20 Spots		\$ 7,548.00
Toronto: CTN Package 10-15 Spots		\$ 31,059.00
Total Net Media:		\$ 38,607.00
Fee @ 3.25% of gross:		\$ 1,476.15
HST:		\$ 5,210.81
Total Expenditure:		\$ 45,293.96

Revision:

- 1.
- 2.
- 3.

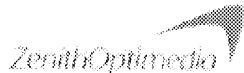
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Agency:	<u>Jess Rego</u>	Date issued:	<u>4-May</u>
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Client Signature:		Date Approved:	<u>May 7, 2012</u>
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Client Print Name: _____

Special notes/instructions:



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: [Signature] Date Approved: May 7, 2012

Client Print Name: Jessica Kosmache

Special notes/instructions: