
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 11/2/2012 7:37:05 PM
To: Bruce McCuaig [Bruce.McCuaig@metrolinx.com]
Subject: Fw: Budget High-Level
Attachments: MX Budget Nov 2.pdf

Sharing in real time. Will review in detail prior to Monday.
sent from judy's bb

----- Original Message -----

From: Jill Engelman [mailto:Jill.Engelman@bensimonbyrne.com]
Sent: Friday, November 02, 2012 03:25 PM
To: Judy Pfeifer
Cc: Amanda Alvaro <Amanda.Alvaro@narrative.ca>
Subject: Budget High-Level

Hi Judy,

I wanted to give you a high level budget with slightly more detail than the numbers we showed you last week. There are 2 immediate projects at the top (Account and Creative Development) totalling \$420K - \$530K that need to be signed off right away. We are currently working without a LOA or a contract and need this resolved for us and for the ARB.

All of the project execution would be estimated separately and are shown with ranges (low-high).

You'll notice I highlighted 3 projects without including numbers (Social, Web, Brochure production). Web will need to be scoped after Monday. I wasn't sure if brochure production would come from another budget. And need to establish quantities. Social budget scope will be defined once we begin creative development.

Please give me a call if you would like to discuss.

Jill

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