
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 11/14/2012 6:57:00 PM
To: Sheena [Malhotra]
Subject: RE: Metrolinx + Top100 Projects 2013

Let's start with our tag line

The Big Move in action (or something)
Transforming transportation

And then use the all of projects as proof points

From: Sheena Malhotra
Sent: Wednesday, November 14, 2012 9:53 AM
To: Judy Pfeifer
Cc: Mathew Bertin; Marilyn Hood; Jodi Ferguson; Trina Melatti
Subject: RE: Metrolinx + Top100 Projects 2013

Hi Judy,
We've secured the space for the ReNew Canada Ad. Need your input on direction. The magazine comes out in January 2013.

Do we go:

- a) Big Move with a mural of photos from 8 projects featured in the magazine? What can we safely say for this time period?
- b) Feature one project: Union Station perhaps, we have some great graphics around that.

Mathew, can you provide copy for either of these options?

Thanks
Sheena

From: Judy Pfeifer
Sent: Thursday, November 08, 2012 2:07 PM
To: Marilyn Hood
Cc: Sheena Malhotra; Mathew Bertin
Subject: RE: Metrolinx + Top100 Projects 2013

Can you loop with Mathew. Let's get it down.

From: Marilyn Hood
Sent: Thursday, November 08, 2012 11:02 AM
To: Judy Pfeifer
Cc: Sheena Malhotra
Subject: FW: Metrolinx + Top100 Projects 2013

Here is Sheena's reco for your review and comment. I am in support of her suggestion.
Thanks Sheena for putting it together.

From: Sheena Malhotra
Sent: Thursday, November 08, 2012 10:59 AM
To: Marilyn Hood
Subject: RE: Metrolinx + Top100 Projects 2013

ReNew Canada magazine focuses on infrastructure and appeals to a variety of audiences within the industry. From a demographics perspective, 31% of their readership is from the government sector. Based on this target audience, this magazine is a good fit.

The CPM (cost to reach 1000 readers) works out to be \$7.30/M. Based on other industry magazines, a very comparable figure.

Timing wise, works very well with the launch of The Big Move. The full page, full colour ad can be a simple Big Move brand message.

Jodi and I can work together to turn something around for Wednesday so it be reviewed by MTO within their 7 day parameters.

Finally, I don't believe we should be paying rate card for anything so I would ask Zenith to negotiate the cost.

Thanks
Sheena

From: Judy Pfeifer
Sent: Wednesday, November 07, 2012 12:50 PM
To: Marilyn Hood
Cc: Sheena Malhotra
Subject: RE: Metrolinx + Top100 Projects 2013
Importance: High

Can we fast track this please

From: Marilyn Hood
Sent: Tuesday, November 06, 2012 1:05 PM
To: Todd Latham; Judy Pfeifer
Cc: Sheena Malhotra
Subject: RE: Metrolinx + Top100 Projects 2013

Thanks Todd.

I will ask the team to assess the situation and I will get back to you. Thanks.

From: Todd Latham [<mailto:todd@actualmedia.ca>]
Sent: Tuesday, November 06, 2012 1:04 PM
To: Marilyn Hood; Judy Pfeifer
Cc: Sheena Malhotra
Subject: RE: Metrolinx + Top100 Projects 2013

Hi all –

If time for creative is an issue, our 'drop dead' deadline is **Nov. 23**.
Hope you can make it.

Regards,

Todd

From: Marilyn Hood [<mailto:Marilyn.Hood@metrolinx.com>]
Sent: November-06-12 1:01 PM
To: Todd Latham; Judy Pfeifer
Cc: Sheena Malhotra
Subject: RE: Metrolinx + Top100 Projects 2013

Hi Todd

All of our media buys are conducted through the Ontario Government ad buying group – Zenith. I will forward your information to them and ask that it be considered as part of the overall mix. If it is part of the target demographic for any of our campaigns, I expect they will recommend placement. With respect to being included in the Top100 projects issue, we wouldn't have enough time to develop the creative and clear the approvals process within the time frame you have specified. Thank you for bringing forward your media kit.

From: Todd Latham [<mailto:todd@actualmedia.ca>]
Sent: Tuesday, November 06, 2012 12:52 PM
To: Judy Pfeifer; Marilyn Hood
Subject: RE: Metrolinx + Top100 Projects 2013

Hi Judy –

I have attached the 2013 Media kit with all advertising details (see page 4 for rates & specs).

Only full pages are available in the Top100 Projects report (\$3,700 + GST). Please confirm with your preferred ad placement/positioning.

We would require artwork by next Friday, Nov. 16.

Thank you for your consideration,

Todd

From: Judy Pfeifer [<mailto:Judy.Pfeifer@metrolinx.com>]

Sent: November-06-12 12:36 PM

To: Todd Latham; Bruce McCuaig

Cc: Marilyn Hood; Rose Butler

Subject: RE: Metrolinx + Top100 Projects 2013

Hi Todd,

Thanks for including the Mx projects in your report.

Could you send me and Marilyn some information about advertising so we could consider it.

Cheers,

Judy

From: Todd Latham [<mailto:todd@actualmedia.ca>]

Sent: Tuesday, November 06, 2012 12:20 PM

To: Judy Pfeifer; Bruce McCuaig

Cc: Marilyn Hood; Rose Butler

Subject: Metrolinx + Top100 Projects 2013

Hello Bruce, Judy –

I am pleased to advise that **Metrolinx** will have eight of its projects listed in the 2013 Top100 Infrastructure Projects report which will be published this January in *ReNew Canada* magazine. The projects we will be profiling are:

- Eglinton Crosstown LRT
- Scarborough LRT Line
- Hurontario-Main LRT
- Georgetown South Track Layout and Grading Design Assignment
- Finch LRT Line
- Sheppard East LRT

- Union Station Revitalization
- York Viva BRT (vivaNext)

Please reply to this email if you wish to receive a complimentary copy of this edition in January. In the short term, I respectfully ask that you consider placing a full page ad for Metrolinx in this edition, which we will place near one of the projects above. If you could discuss this with your team, I would appreciate it. Many of Canada's top infrastructure owners and key industry players are taking advantage of this annual showcase opportunity and placing a supporting full page ad near their projects in this report.

Further details and prior year's lists are accessible at www.top100projects.ca

I look forward to hearing back from you or your marketing/communications colleagues.

Sincerely,

Todd

PS – Bruce, I will see you on Thursday at the Ontario Economic Summit in Niagara – I am leading the session on Infrastructure renewal which you are participating in. I look forward to our discussion.

Todd Latham

Publisher

ReNew Canada

The Infrastructure Magazine

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