



12-270 Esna Park Drive
Markham, ON L3R 1K3 Canada
T.905.944.1800; F.905.944.9108
www.truecopy.ca

March 16, 2009

Mr. Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

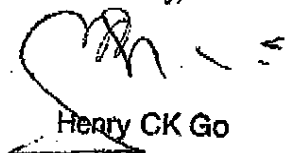
I am concerned I will lose the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I do know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs Like every other format out there... I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Henry CK Go

March 16, 2009

York Region
Administrative Centre
17250 Yonge Street
Newmarket, ON

To: Pat Patel
1-800-395-1702
From: George

Re: York Region Transit Street Furniture

Recently I have read a few articles on the newspaper about the changes to York Region Transit Street Furniture Program. As a small business owner, I am very concerned about it.

Currently I am using the recycling container advertising as my marketing tool and I found it very useful. It not only meets my marketing needs but fits into my advertising budget.

I am concerned I will not have the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is too high that makes it nearly impossible for the small business owner like me to afford. I will be really disappointed if Street Furniture Program is limited to large national companies only. I think small business owners would need this type of affordable marketing tool more.

I hope that the needs of small businesses will be a factor in you decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Dr. Matthew Soo
Sunflower Family Dentistry

March 23, 2009

Councillor
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

I am a self employed business person making living on commission based sales, my wife & I have to work harder than ever in this changing economy. Affordable marketing techniques are very imperative in our business, after reading the recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program, concerns me a lot

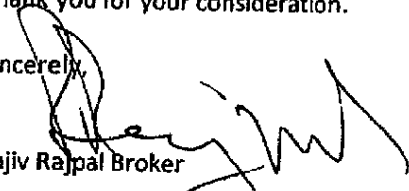
I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

If the City decides to limit advertising to only large national companies, I am then very concerned as I will lose the opportunity to advertise on the street. As unfortunately the cost to advertise on shelter is ridiculously very high & my business won't permit me to afford such expensive advertising.

I hope that the needs of small businesses will be a factor in you decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,


Rajiv Rajpal Broker

RE/MAX Hallmark Realty Ltd.,

MAR-23-2009 12:27

Creative Outdoor Adve.

1 866 426 2237 P.02

March 20, 2009

Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a member of York Region's small business community, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in small business being denied access to advertising on city streets.

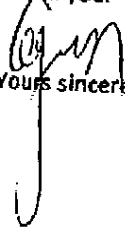
I am obviously concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the price went sky high!!!

I believe denying local small business access to this form of advertising would have a negative impact. Our advertising budgets are often small and street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bin sign on Hwy 7 Road.

It would be important to keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.

Yours sincerely,



TOTAL P.02

TO: [REDACTED]
FROM: [REDACTED]
SUBJECT: [REDACTED]

ROYAL LEPAGE

March 21, 2009

Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

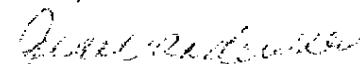
I am a resident of York Region, as well as a local Realtor. I am concerned that York Region's efforts to coordinate the various Street amenities throughout the City will result in small business persons being denied access to advertising on City streets.

Should the contract be awarded to a larger firm, the advertising may be parceled off to large National advertisers. The local small business person such as me will no longer have access to Street side advertising. Many of my peers are in Toronto; the price of Street advertising is now over their marketing budget.

Street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bin sign on Hwy 7 Road.

I ask you to please keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.



Yours sincerely,

Jean Vanderveer

Broker

Royal LePage Signature Realty

Pat Patel

From: Alfred Ang [alfred@alfredang.com]
Sent: March 23, 2009 5:34 PM
To: Pat Patel
Subject: Fw: York Region Transit Street Furniture

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

From: Alfred Ang
To: jheath@markham.ca
Sent: Monday, March 23, 2009 5:24 PM
Subject: York Region Transit Street Furniture

Dear Jack,

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

I am concerned I will lose the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I do know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs. I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Regards,
Alfred Ang

Mr. Councilor,

I am a State Farm Insurance Agent with an office on Bur Oak Avenue in Markham.
My insurance business depends on cost effective advertising.
In particular, reasonably priced advertising on recycle bins at reasonable locations is important to my business.
Please do not support proposals that will effectively eliminate advertising opportunities for small business operators on March 26, 2009.

Thank you for your help,

Ken Yee

Ken Yee, Agent

State Farm Insurance

State Farm®

Providing Insurance and Financial Services

Phone: (905) 201-1812

Fax: (905) 201-9323

March 23, 2009
Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

I am a real estate broker that advertises in the York Region area for many years now. I am concerned about the recent news regarding the changes to the York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am very happy with the program. It meets my marketing needs and fits into my advertising budget, especially in this current downturn market.

I do not want to lose my ability to advertise on the street. This will happen if the City decides to limit advertising only to large national companies. Already the opportunity to advertise on benches is gone and now the opportunity to advertise on recycling containers will soon be gone as well.

Unfortunately the cost to advertise on bus shelters is out of my budget, so my small business will not have any access to street furniture programs anymore. It looks like only big companies will have the chance to advertise, leaving the rest of us behind.

The needs of small businesses should be a factor in your decision on a street furniture program. I want to have the chance to advertise on affordable street furniture in some form, either a bench, bin, etc.

Thank you for your consideration.

Sincerely,



Paul Zammit
Broker

The Paul Zammit Team
Re/max Hallmark Realty Ltd., Brokerage
Office: 416-494-7653



ANDREW McTAGGART, Agent
Providing Insurance and Financial Services

905-294-6357 Fax: 905-294-7677

March 16, 2009

Councillor Jim Jones
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to the York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

I am concerned about losing the opportunity to advertise on the street if the City decides to limit advertising to only large companies. I understand the opportunity to advertise on benches is already gone and that the opportunity to advertise on recycling containers may soon follow.

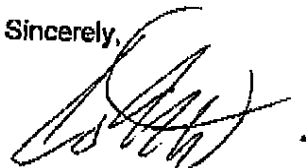
The cost to advertise on a bus shelter or billboard is very high. As a result, a business the size of ours, which relies on the reasonable pricing of recycle container program's is shut out of the outdoor advertising market. Any other formats we have come across are only affordable by companies larger than ours. It doesn't make sense to me to effectively deny access of this medium to small operators.

I hope you consider the needs of small businesses to be a major factor in your decision on the street furniture program. Small business people work very hard to grow, employ and prosper in our beautiful Town of Markham.

Please help to ensure we maintain the option of affordable street furniture advertising now and into the future.

Thank you for your consideration.

Sincerely,



Andrew D McTaggart,
Agent

Dear Tony Wong

Re: York Region Transit Street Furniture

As a Realtor working in York Region, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in not being able to afford street side ads.

I am very concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the prices are completely unaffordable.

I believe denying local small business access to this form of advertising would have a negative impact. My advertising budget is small and street side advertising gives me an affordable way to expose my business.

I hope that when you make your decision on the street furniture program, you will consider the needs of small business persons like myself in York Region.

Thank you.

Yours sincerely,



Michael DeAngelis
Sales Representative
Royal LePage Partners
416.559.7625
mdeangelis@royallepage.ca

From: Rick Allington
Sent: Tuesday, March 24, 2009 10:50 AM
To: 'fscarpitt@markham.ca'; 'jjones@markham.ca'; 'jheath@markham.ca';
'twong@markham.ca'; glandon@markham.ca'
Cc: Rick Allington
Subject: Small business advertising-outdoor furniture
Dear Sirs,

It has been brought to my attention that this week you will be voting on possibly eliminating the opportunity for small businesses to advertise on outdoor furniture (benches and refuge bins). If this is so I would like to let you know that I do not support this action. This is a reasonably priced method of advertisement. To my knowledge the maintenance of the equipment is good, and they look very professional. Obviously I do not know the whole story but I have not been told the reason for this vote.

Please inform me as to why this is under consideration.

Thanks in advance,

Rick Allington.

Rick Allington

Rick Allington Insurance Agency Ltd.
8789 Woodbine Ave. Suite 213
Unionville On. L3R 9T6
Phone 905 477 1107

1 800 561 2544

Fax. 905 477 1024
rick@rickallington.com
www.rickallington.com

Copy
ATTN: Pat.



March 18, 2009

Attention: COA and York Region Council

Re: No Bench Signs/Advertising

Dear Sir/Madam:

I have been a long-time supporter and advertiser of bench advertising starting with my first bench as long ago as 1993/1994. It has proven to be a very helpful and affordable form of marketing and at the same time offered a wonderful interesting landscape to Toronto/York Region streets making it more vibrant and exciting. Now that the ads have been removed, the City looks very bare and unusually plain; almost boring or drab. One's first impression would be that "Toronto" is lacking in Art or Entertainment or Life!

I would like to express my sadness, discontent and concern with the City's' decision to not renew your contract for bench advertising. I feel that this form of bench advertising is very important for our City as it is affordable and yet very professional as well as clean, modern and an extremely effective way to reach the public. Also, people using the benches appreciated the interesting messages advertised on them while sitting and waiting for Transit.

I can assure you that myself and other associates will no longer opt to advertise with the new company based on their substantial increase in fees. It is unfortunate in these tough economic times that the city would be so greedy.

Please reconsider your decision as many people and businesses in our City will be affected adversely.

Sincerely,

Dina Maglietta, MVA
Broker of Record/President
Summerhill Prestige Real Estate Ltd., Brokerage

Dear "Creative Outdoor Advertising":

I am very upset that my park bench had to be taken down because the city made some other advertising arrangements. I have had my park bench up since day one, and found it not only attractive but also useful to sit on. It makes no sense to me to ruin a "good thing" with all the advertising contracts in place, only to be replaced by very expensive bus shelter ads, as I have been told by someone. The price that I have been quoted on such an ad was ridiculously expensive, and I do not feel they work at all. Most of my clientele does not use the street car, but passed by my park bench every day.

Please forward this on to the appropriate person/persons in charge.

Thank you.

With kind regards

Irma Eibich
Broker
Re/Max Condos Plus Corporation, Brokerage

Pat Patel

From: Info [info@billthom.com]
Sent: March 20, 2009 11:11 AM
To: Pat Patel
Cc: Cheri Tyndale
Subject: Bench Advertising

This is to the York Region Council re: the above subject

Dear Sir/Madam:

I am a real estate agent operating both in the Toronto and York region.
I am writing to express my first hand experience and concern with regards to the possible removal of bench ads from the streets in York region.
I must say, drawing from my Toronto's experience, that bench ads are very crucial and cost-effective to my business.
Please help us , the small business people , to preserve and hence continue to access to this very community-based form of advertising.

Much Regards,
Bill Thom

Monique Lovett

From: David Gray
Sent: March 23, 2009 10:46 AM
To: Monique Lovett
Subject: FW: Hi David, this is the response I got from the Mayor of Vaughan regarding: Advertising on the Recycling Containers

Thank you,

David
Tel: 1.800.661.6088 x303
Fax: 1.866.426.2237
Email: DavidGray@creativeoutdoor.com
Website: www.CreativeOutdoor.com

From: Tony & Iuna Barone [mailto:tonybarone@sympatico.ca]
Sent: March-23-09 9:47 AM
To: David Gray
Subject: Hi David, this is the response I got from the Mayor of Vaughan regarding: Advertising on the Recycling Containers

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

From: Jackson, Linda
To: tonybarone@sympatico.ca
Sent: Friday, March 20, 2009 1:12 PM
Subject: Re: Advertising on the Recycling Containers

Thanks Iuna for your comments. Can I forward your email to allow it to be used as additional information for the item?

Let me know, Linda

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

From: Tony & Iuna Barone <tonybarone@sympatico.ca>
To: mayor@vaughan.ca; Frustaglio, Joyce; Ferri, Mario; Rosati, Gino
Sent: Fri Mar 20 11:01:46 2009
Subject: Advertising on the Recycling Containers

Good morning Mayor Linda Jackson, Acting Mayor/Regional Councillor Joyce Frustaglio, Regional Councillor Mario Ferri and Regional Councillor Gino Rosati,

I would like to make sure that there is a place for me ON THE STREETS of Vaughan, and I don't want a national billboard company to use rates to eliminate me from the opportunity to participate!! We cannot afford to spend the amount that companies like Astral or Pattison are requesting!

Regards,

Bachra Insurance Agency Ltd

112-18 Crown Steel Dr

Markham, ON

L3R 9X8

Tel: 905-415-8000

March 18, 2009

**Councillor- Jack Heath
Administrative Centre
17250 Yonge Street
Newmarket, ON**

Re: York Region Transit Street Furniture

As a member of York Region's small business community, I am concerned that York Region's efforts to coordinate the various street amenities throughout the city will result in small business being denied access to advertising on city streets.

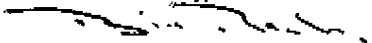
I am obviously concerned as a small business person that in the event that the contract should be awarded to a larger firm, the advertising may be parceled off to national advertisers only and that the local small business person such as myself will no longer have access to street side advertising. In Toronto the price went sky high!!!

I believe denying local small business access to this form of advertising would have a negative impact. Our advertising budgets are often small and street side advertising gives us an affordable way to expose our services and products. In fact, my business is in a location where I have no other sign except the bin sign on 14th Ave.

It would be important to keep in mind that small business is the engine of economic growth, entrepreneurship and a major source of job growth. I hope that when you make your decision on the street furniture program, you will consider the needs of small business in York Region.

Thank you.

Yours sincerely,


Bill Bachra

March 16, 2009

Councillor Tony Wong
Administrative Centre
17250 Yonge Street
Newmarket, ON

Re: York Region Transit Street Furniture

As a small business person, I am concerned about recent articles that have appeared in the newspaper regarding the changes to York Region Transit Street Furniture Program.

I have been a long term client of recycling container advertising and I am extremely happy with the program. It meets my marketing needs and fits into my advertising budget.

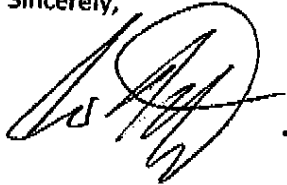
I am concerned I will lose the opportunity to advertise on the street if the City decides to limit advertising to only large national companies. I do know that the opportunity to advertise on benches is now gone and that the opportunity to advertise on recycling containers will soon be gone.

Unfortunately the cost to advertise on shelter is ridiculous so we won't be able to have any access to street furniture programs Like every other format out there... I guess street furniture programs will only be for the larger firms!

I hope that the needs of small businesses will be a factor in your decision on a street furniture program. Please, leave us a bench, a bin, or anything! My concern is that I have the option of affordable street furniture in some form.

Thank you for your consideration.

Sincerely,



Solutions Inc.

672 dupont street
suite 410, toronto
ontario m6g 1z6[T] 416 340 1000
[F] 416 340 1100
dc@solutions.ca

BETZ POOLS

March 20, 2009

To whom it may concern;

As the advertising agency for Betz Pools Limited, we have been placing a series of advertisements on transit benches throughout the City of Toronto and York Region for over the past ten years. This has proved to be a very cost-effective way to keep the Betz name in front of the public.



We were devastated when the City of Toronto put an end to such advertising last year and to date have not been able to find a viable alternative. If these cancellations were also to take place in the cities of York Region we would be even more devastated, since Betz Pools is headquartered in this area.

I do certainly hope that the transit benches in York Region will remain as cost-effective way to deliver our message – while at the same time offering the travelling public the convenience of transit stop seating.

Yours sincerely,

David R. Clark
President

**Dr. Jack Fingrut and
Associates, DENTISTS**
2780 Jane St., Suite 102 (Main Floor)
Toronto, Ont. M3N 2J2
Phone (416) 748-3353

March 18, 2009

Creative Outdoor Advertising
2402 Stouffville Road,
Box 245,
Gormley ON L0H 1G0

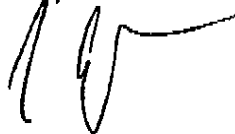
Re: Toronto Bench Signs

Advertising our Business is an integral part of capturing new and prospective patients. Thanks to companies like Creative Outdoor Advertising we have had a cost effective way of getting our message across through bench signs. By removing these advertising devices you have made it very difficult to increase patients and overall business productivity. Especially in these economics times do you really want to damage your small business tax base?

If the only option is to sign a new contract with a different company at 700% more for advertising then something is wrong. This makes it very hard for the small business owner to get their name and services out. Advertising is an imperative cost of running a business, but it really is a slap in the face when the price goes up in such a ridiculous fashion. Are there no other alternatives?

Unfortunately, the City of Toronto has made it very clear: If you want to advertise there is only one way.

So much for competition!



Jack Fingrut, DDS MAGD



BELVEDERE

HOME IMPROVEMENTS



207 McRae Drive, Toronto Ontario M4G 1T4
Tel: 416-489-1776 Fax: 416-421-1306

email: belvedere@belvedererenos.com
www.belvedererenos.com

March 18, 2009

To Whom It May Concern:

As a successful small business owner for over 40 years in the Leaside North Toronto Area, I was extremely disappointed with the City's decision not to renew the contract between "Creative Outdoor Advertising" and "The City of Toronto" for bench advertising.

We have had a positive business relationship with "Creative Outdoor Advertising" for over 15 years, and this form of advertising has proven to be an excellent and cost effective means for customer awareness within our area. I am most certain that my fellow small business associates will not participate in shelter advertising. This is more geared towards corporations that can afford their substantial rate increase, as well as the vast market.

It is disappointing that "The City of Toronto" is not supporting the small business owners in this matter.

Yours truly,

A handwritten signature in cursive script that reads 'Charlie Mallia'.

Charlie Mallia
Vice President

To Whom It May Concern:

We, as small business owners are trying to be conscientious of our environment and looking for ways to advertise our businesses that are eco friendly. The bench ads provide a two fold purpose here. We are able to promote our business without sending out massive amounts of paper, and provide a much appreciated place to sit.

If the benches are not available I must resort to the old method of continuously sending out flyers. Why, at a time when cities, provinces and the country as whole are looking for more renewable methods of doing business, would you remove a proven eco-friendly method of advertising such as benches? As well, they provide a piece of street furniture at no cost to the city!!

Small businesses are failing daily and are being pushed out by the big box stores and huge conglomerates that can afford huge advertising budgets. It's one small way city council can be helpful to small businesses.

Sincerely,
Eva Haase
Sales Representative
Royal LePage Signature Realty Brokerage

health4u@interlog.com

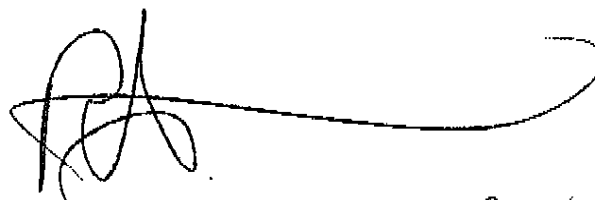
From: <chipkarhealth@motorcyclecancer.com>
To: <health4u@interlog.com>
Sent: Wednesday, March 18, 2009 3:37 PM
Subject: No bench signs in Toronto

Dear COA

We feel that the rug has been pulled from below are feet as we are a small family business that appreciated the community presence of bench advertising locally for many years. Now the costs are outrageous and the Toronto bench availablilty has been basically eliminated for the local businesses.

Randy Chipkar

Chipkar Real Estate Ltd.



RANDY CHIPKAR
905 270 5700

ROYAL LEPAGE REAL ESTATE SERVICES LTD.

JOHNSTON & DANIEL DIVISION, Brokerage

LUXURY
PORTFOLIO
FINE PROPERTY COLLECTION

March 18, 2009

Creative Outdoor Advertising
Fax: 1-800-395-1702

Attention: Pat Patel

Re: Bench Removal

Ms. Patel,

I feel compelled to write to you with regards to the recent removal of my bench on the island at Pape and Donlands Avenues. To say that I am displeased with its removal is an understatement. That location has been a part of my marketing strategy in selling real estate for well over ten years. People always talked about the positioning of the bench and how valuable it must be to me. I have had people walk to that bench, just to get my phone number. Sales have been made through this type of advertising.

Since the bench has been removed, it has had a negative impact on my business. People see that the bench is gone and are asking me if I have gotten out of the real estate business. With times being as difficult as they are right now, this is the last thing I need.

I realize that the city has imposed these new rules on your company, but I don't think anybody really thought about the small businesses and the enormous impact it would have on them. The only alternative for this type of advertising is in bus shelters and the price is six times that of the cost of one of your benches, essentially making it out of reach for myself and many others.

If you are able to come up with an alternative venue for one to get exposure at street side, please let me know as it would be greatly appreciated.

If you would like me to speak on your behalf, in the future, it would be a pleasure. This move from the City of Toronto has, once again, shoved their hands into my pockets and many others. You can be assured that Mr. Miller won't be getting my vote next election.

Regards,

A handwritten signature in cursive script that reads 'Lynn M. Robinson'.

Lynn M. Robinson
Sales Representative

Pat Patel

From: mail@patrickrocca.com
Sent: March 19, 2009 2:00 PM
To: Pat Patel
Subject: Benches

To coa

I want to express my dismay and dissapointment with the citys' decision to not renew your contract for bench advertising. I found it to be a useful and affordable means of advertising over the years. I can assure you that myself and other associates will no longer opt to advertise with the new company based on their substantial increase in fees. It is unfortunate in these economic times that the city would be so greedy.

Regards

Patrick

Sent from my BlackBerry device on the Rogers Wireless Network

Pat Patel

From: David Diamond [dave@diamond-law.com]
Sent: March 19, 2009 2:01 PM
To: mayor@vaughan.ca
Cc: joyce.frustaglio@vaughan.ca; mario.ferri@vaughan.ca; gino.rosati@vaughan.ca
Subject: outdoor advertising

I respectfully urge you to vote AGAINST a proposal tabled for March 26, which will change the status of outdoor advertising.
I have lived in Vaughan for many years. As a taxpayer and advertiser, I believe the proposal would effectively eliminate the opportunity for small business to advertise. In Toronto, the result has been disastrous for small business owners because Astral media has been given the monopoly and they are charging prices that are 6 times the cost of Creative Outdoor.

It would simply be unfair and would be a huge mistake to follow the misguided example of Toronto. I have been a customer of Creative Outdoor for over 20 years. Their reputation is impeccable, their service is excellent and their prices are reasonable.
If the proposal passes, many small business owners like myself will never be able to advertise again. Only big business will be able to afford those prices. I ask you to please consider this and vote against the proposal.

David

DIAMOND & DIAMOND
LAW OFFICES
Tel. 416-256-1600
Fax 416-256-0100

# of Weeks	Weekly Mort
------------	-------------

52	\$325.00
52	\$325.00
52	\$325.00
52	\$325.00

Client: Betz Pools

Contact: Dave Clark

Date Submitted: Revised November 9, 2007

Specific: Transit Shelter		Jan. 2008				Dec. 2008				Face	Daily Circulation	# of Weeks	Weekly Net	Net Media Rate Card Value	Discount	Net Media Discount Investment
Billboard #	Product	Location				7	14	21	28							
		Location								1 - Year →						

[illegible]

GRAND TOTAL	\$67,600.00	53.50%	\$31,434.00
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1) Taxes not included 2) Rates are valid for 72 hours 3) Inventory subject to availability at time of booking

2 *Explain the importance of the following:*

Creative Outdoor charged ONLY \$210 per month for the bins! Vs. Th \$1300 small business must NOW pay!

18/03/2009

Locations

COA can place an advertising unit at almost any street corner provided that they meet certain criteria. All approved locations are available on a first come, first served basis. Reservations can be placed on any proposed location in order to obtain first right of refusal when that location becomes available.

Your account representative can provide you with a list of available locations that will give you maximum visibility in your target markets.

You can use Street Furniture advertising to communicate to your local customer base. You can send any message you choose to anyone driving by your location.

Production

All artwork, design and production is included with your advertising investment.* Your account representative will work with COA's artists to design a layout which will best meet your company's specific marketing needs.

Most logos, photographs, artwork or other marketing material you provide can be incorporated into your advertisement. All signs are printed using a four colour printing process.

Maintenance

All maintenance and insurance is included. Our operations crews are always on the road to ensure that your signs are clean and visible.

You are assured that if a unit or sign is damaged in any way, COA will repair or replace it at no additional cost.

Our pricing was established to guarantee that your sign will be clearly viewed 80% of the time. This

The Concourse



The Boulevard



The Plaza



The MetroBin



The Shelter



CURRENT RATES PAID BY SMALL BUSINESS

means that your sign will, at times, not be visible because of weather and/or obstructions.

Terms

1. Monthly installments by auto debit or credit card.
2. Outdoor exposure is most successful when it is seen repeatedly over a period of time. It works to remind, implant thoughts, sharpen an identity, or state a brief message. For this reason, the advertising term is for one year and is not cancelable.

In order to secure any locations or commence work on your layout design, we will require, in addition to an authorized agreement:

1. A non-refundable deposit of first & last months' investment plus G.S.T.
2. A credit card number or auto debits for the balance of your investment.

ROBERT POLAN
District Manager

Creative Outdoor Advertising
2402 Stouffville Road, Box 245
Gormley, Ontario L0H 1G0

Phone: 1.800.661.6088 x712
Fax: 1.866.469.7151

RichmondHill@CreativeOutdoor.com

Rates

12 Month Term (1 Ad Face per Unit)	
Number of Ad Faces	Monthly Investment per Ad Face
1	\$215.00
2 - 3	\$211.00
4 - 5	\$207.00
6 - 8	\$203.00
9 - 10	\$200.00
11 - 20	\$197.00
21 - 50	\$194.00
50+	\$191.00

Some locations are charged at a premium rate. Please contact your Sales Representative for more details.

Special Requests

Change Location (mid-term)	\$100
Change Artwork (mid-term)	\$200
Site Reservations	\$25