



CIF - Project # 660.4

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Project Name: Plastics Campaign

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Prepared By: Daniel Orr | Communications Coordinator | Quinte Waste Solutions

Date: April 3rd, 2014

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## **1 BACKGROUND INFORMATION**

### **1.1 Municipal Information**

Population: 150,000

Single family households: 64,000

Municipal Grouping: 4

Blue Box Tonnage (2012 datacall): 12, 124 MT

Blue Box program Net Cost (2012 datacall): \$2,059,099.95

Net cost/tonne: \$191.53

Annual P&E Budget (Blue box and HEW): \$30,000

### **1.2 Project Description**

An informational campaign designed to capture more desirable plastic containers in the blue box kicked off in October. Billboards, Mall Posters, Newspaper ads, and Social Media were used. Desirable plastics include PETE, HDPE, and PP bottles, jugs, and tubs.

## **2 IMPLEMENTATION**

### **2.1 Goals and Objectives**

#### **Capturing more plastic**

QWS has an impressive capture rate with most blue box materials. However, there is room for improvement specifically with HDPE, PETE bottles, and PP Tubs and Lids both in the home and away. QWS' campaign will have an overarching plastics theme, but will target such products found in the bathroom, laundry room, kitchen, etc.

#### **Primary**

The primary goal of this campaign is to increase the capture rate of plastics while reducing contamination among the residents of the municipalities that make up the Centre & South Hastings Waste Services Board.

Quinte Waste Solutions has been using traditional sources of media such as newsprint, radio, and direct mailings to reach the residents. This has worked well, but capture rates have remained steady over the years. To move past these flat-lines, incorporating new advertising avenues, such as billboards, shopping malls, sports complexes, etc. will give QWS a broader audience, and a fresh look, keeping the recycling of plastics top of mind. However, as we have a large rural population, traditional media must still be incorporated, and will do so on a larger scale.

## 2.2 Messages Used

Messaging originally proposed in the Communications Plan was altered for a simpler, more effective outcome.

- Is there a blue box in *your* bathroom? (During the month of October)
- Is there a blue box in *your* laundry room? (During the month of November)
- Is there a blue box in *your* kitchen? (During the month of December)

Messages asked a very simple question, which resulted in residents asking us where they could get a blue box for the above noted rooms.

## 2.3 Tactics Utilized

- Billboards – billboards began in October featuring recycling in the bathroom. Each month during the campaign, the locations and message switched so that the message was seen throughout the area.
- Mall Posters – just like the billboards, poster locations and messaging switched in the mall to different locations each month.
- Rink Board – A rink board ad was installed in the Trenton Arena encouraging residents to recycle their plastic at home and at the game. This message did not (could not) change, so therefore incorporated a more generalized message about recycling plastics at home and at the game.
- Newspaper Ads – Full-page newspaper ads ran in local papers once per month. October featured the bathroom, November the laundry room, and December the kitchen. The ad invited readers to contact us to find where they could get a smaller blue box for the room mentioned in the ad.
- Cover images switched each month on both Facebook and twitter to match the message of the month that was featured in newspaper ads, billboards, and mall posters.
- Website and Blog. A main ‘slider’ on the home page featured the message of the month, which then linked to a blog specific to recycling in the bathroom, laundry room, or kitchen. A poll was also featured on the website for each month. For example, in October the poll asked, “Do you recycle in your Bathroom?” Blogs and polls were also promoted through social media channels.
- HDPE Poles – Poles were set up at participating gas stations to divert empty windshield washer jugs from landfill

Examples of the above tactics are included in the Appendix.



## BUDGET & TOOLS

CIF has contributed 60% to an upset limit of \$10,000 for this campaign. QWS will contribute up to \$7000. This will bring the final budget to \$17,000. Below is an estimated budget, and communication tool breakdown.

Communication Tool	Budget
<b>Billboard Advertising</b> Advertising to run for 16 weeks throughout the City of Belleville on four CBS billboard spots. – While this seems Belleville specific, Belleville acts as a shopping mecca for residents throughout our entire service area.	<b>\$3800.00</b>
<b>Mall Advertising</b> Advertising to run on entrance and exit locations for three months in the Quinte Mall.	<b>\$3600.00</b>
<b>Arena Advertising</b> Rink Boards will be placed in the Trenton Arena (QWS next largest City) for one year (season).	<b>\$1700.00</b>
<b>Social Media</b> Both Facebook & Twitter cover photos will reflect the plastics campaign through to December 31 <sup>st</sup> .	
<b>Website</b> Blogs will be written about each plastic targeted through to December 31 <sup>st</sup> .	
<b>Newspaper Ads</b> Full-page ads with faux sticky once per month to reflect same advertising in other venues. This will target our rural residents.	<b>\$6500.00</b>
<b>HDPE Poles</b> Poles will be set up at select participating gas stations to recover windshield washer jugs.	<b>\$200.00</b>
<b>Additional expenses</b> Staff Time @ \$24/hr, computer hardware	<b>\$1200.00</b>
<b>Total Estimated Cost</b>	<b>\$17,000.00</b>

#### Outline of expenditures (Including HST)

- Billboards – \$3841.33
- Mall Posters – \$3785.50
- Newspaper Ads – \$6406.10
- Rink Board – \$1500.00
- HDPE Poles - \$97.92
- Staff Time - \$2064.00  
(Newspaper ad design/consultation – 24hrs @ \$24/hr for three ads = \$576  
Billboard ad design/consultation – 24hrs @ \$24/hr for three ads = \$576  
Mall ad design/consultation – 24hrs @ \$24/hr for three ads= \$576  
RinkBoard design/consultation – 5hrs @ \$24/hr for one rink board = \$120  
Social Media graphics – 1hr for three campaigns = \$72  
Blog – 6 hrs @\$24/hr for one blog, three in total = \$144)

Total Cost: \$17,694.85

### 3 RESULTS

#### 3.1 Results

The beginning of this project came at the end of a collection contract, and the beginning of another. This changeover resulted in multiple delays. New truck drivers were learning routes, and therefore missing large areas for weeks, until they eventually learned their routes. Routes were changing daily, leaving residents who might normally not be collected at 2pm, to get collected at 7am. Because this was new to them, it resulted in many recyclables not getting collected. The largest issue, was that a week after the new contract began, the baler broke for several weeks, leaving a large backlog of products (still) to be processed. These issues had, and continue to have an affect on our numbers, as they would have been if there were no operational issues, as mentioned above. However, tonnages still increased from the previous year as noted below.

#### **Input Material Weight (tonne) number –Plastics 1,2,4,5,6**

September 2012 103.3	September 2013 89.71
October 2012 96.71	October 2013 141.95
	---contract change/Baler breakdown---
November 2012 171.56	November 2013 188.24
December 2012 96.05	December 2013 96.56

Numbers for plastic containers are up over the same months the previous year.

#### 3.2 Analysis of project

- We generated a lot of phone calls from the newspaper advertising, and more specifically for the bathroom. We had walk-ins at our main office from residents specifically looking for bathroom recycling boxes. Blogs generated roughly 100 visits per post, mainly directed from twitter and facebook postings.

A single HDPE Pole was set up in December, and it is beginning to take off. Each HDPE holds roughly 15 windshield washer jugs, which we have emptied three times now. We believe, this material would have normally ended up in the waste stream, as there are no recycling options at participating gas

stations. We posted a photo of the pole on our facebook page, and demand sky-rocketed. New poles are now spreading throughout our service area.

- Soon after messaging switched from the bathroom, telephone calls and walk-ins declined. It indicated that the bathroom is an area where a lot of recyclable material is ending up in the waste stream, and that people are looking for options in bathroom waste diversion. If we were to do it again, we would focus the campaign strictly to recycling in the bathroom, and offer a specific bathroom-recycling box.
- This was the first time Quinte Waste Solutions incorporated billboards and mall posters into messaging. These avenues were designed to be as simple as possible. The call to action was not to call us, or visit us online. It was to start thinking about recycling in different rooms in the house. This new avenue, paired with traditional sources of advertising such as newspaper, resulted in a higher capture rate in desirable plastics. By incorporating twitter, facebook, website blogging, with the above-mentioned formats, it would be hard for anyone looking for information on recycling in their municipality to miss the message. As means to reach our audiences continue to fracture and diversify, we need to work in as many mediums as possible.

Ultimately, with the collections contract changeover and noted baler issues leading to a backlog of material still to be processed, the campaign made a positive impact in tonnages collected. It is unclear however, how effective this campaign might have been without the above noted issues.



Billboard Advertising (2 out of 3)





Mall Advertising (2 out of 3)





Is there a Blue Box  
in *your* Laundry Room?



 **QUINTE WASTE SOLUTIONS**  
operated by the Centre & South Hastings Waste Services Board

[www.quinterecycling.org](http://www.quinterecycling.org)

PATTISON

## Rink board advertising





HDPE Poles



Facebook Cover Photo



Twitter Cover Photo



**QWS Homepage Slider - links to specific blog**

**Is there a Blue Box  
in *your* Bathroom?**



**Is there a Blue Box  
in *your* Laundry Room?**



**Is there a Blue Box  
in *your* Kitchen?**



Bathroom blog: <http://quinterecycling.org/whats-missing-in-your-bathroom/>

Laundry Room blog: <http://quinterecycling.org/whats-missing-in-your-laundry-room/>

Kitchen blog: <http://quinterecycling.org/whats-missing-in-your-kitchen/>

**Newspaper front page sticky note**







# Is there a Blue Box in *your* Bathroom?

Most plastic bottles and containers that are in your Bathroom can be recycled!  
Looking for a small blue box to make recycling in your Bathroom easy? Visit us at 270 West St. in Trenton, or give us a call for more information!

Numbers on the bottom of bottles and containers with a green check mark below are accepted in the blue box.



[www.quinterecycling.org](http://www.quinterecycling.org)

613.394.6266

# Is there a Blue Box in *your* Laundry Room?

Most plastic bottles and containers that are in your Laundry Room can be recycled!

Looking for a small blue box to purchase to make recycling in your Laundry Room easy? Visit us at 270 West St. in Trenton, or give us a call for more information!

Numbers on the bottom of bottles and containers with a green check mark below are accepted in the blue box.



**QUINTE WASTE SOLUTIONS**

operated by the Centre & South Hastings Waste Services Board

[www.quinterecycling.org](http://www.quinterecycling.org)

613.394.6266

# Is there a Blue Box in *your* Kitchen?

Most plastic bottles and containers that are in your Kitchen can be recycled!  
Looking to purchase a small blue box to make recycling in your Kitchen easy? Visit us at 270 West St. in Trenton, or give us a call for more information!

Numbers on the bottom of bottles and containers with a green check mark below are accepted in the blue box.



[www.quinterecycling.org](http://www.quinterecycling.org)

613.394.6266





377 HORNER AVE.  
TORONTO, ON M8W 1Z6

CBS OUTDOOR CANADA LP  
TEL / TÉL: 416-255-1392  
FAX / TÉLÉCOPIEUR: 416-255-2063  
TOLL FREE / SANS FRAIS: 1-800-565-1392

# INVOICE/FACTURE

PAGE 1 of 1

DATE	ACCOUNT NO. N° DE COMPTE	AMOUNT DUE MONTANT DU
12/23/2013	020343	772.92

Quinte Waste Solutions  
Attn: Accounts Payable  
Centres&South Hastings Waste Services Board  
270 West Street  
Trenton ON K8V 2N3

ADVERTISER: Quinte Waste Solutions  
ANNONCEUR:

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

CONTRACT SIGNED BY: Mr. Daniel Orr  
CONTRAT SIGNÉ PAR:

PRODUCT: Posters

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
500561	12/23/13	0	\$772.92	\$0.00
				\$772.92

DATE  
20-Jan-14

CHEQUE AMOUNT  
\$772.92

CHEQUE NUMBER  
9267

PAID TO  
CBS Outdoor

272

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

J0M40Y0010000 S06SF00M724

Payable upon receipt to/Payable sur réception à :

**CBS OUTDOOR CANADA LP**

AMOUNT DUE  
MONTANT DU  
772.92

GST/HST # TPS/TVH # 82787 0304 RT0001 QST # TVQ # 1218776210 TQ0001



377 HORNER AVE.  
TORONTO, ON M8W 1Z6

CBS OUTDOOR CANADA LP  
TEL / TEL: 416-255-1392  
FAX / TÉLÉCOPIEUR: 416-255-2063  
TOLL FREE / SANS FRAIS: 1-800-565-1392

# INVOICE/FACTURE

PAGE 1 of 1

DATE	ACCOUNT NO. N° DE COMPTE	AMOUNT DUE MONTANT DU
11/25/2013	020343	772.92

Quinte Waste Solutions  
Attn: Accounts Payable  
CentreSouth Hastings Waste Services Board  
270 West Street  
Trenton ON K8V 2N3

ADVERTISER: Quinte Waste Solutions  
ANNONCEUR:

ACCOUNT MANAGER: Josh Barber  
ADMINISTRATEUR PUBLICITAIRE:

CONTRACT SIGNED BY: Mr. Daniel Orr  
CONTRAT SIGNED PAR:

PRODUCT: Posters  
PRODUIT:

POSTING DATE DATE D'AFFICHAGE	NO. OF DAYS NB. DE JOURS	MARKET MARCHÉ	FACES (ENG/FRE) FACES (ANG/FRANC)	GRP PEB	AMOUNT DUE MONTANT DU
11/25/2013	28	Belleville CA / Trenton T	1		684.00
QUINTE WASTE SOLUTIONS TRENTON, ONTARIO K8V 2N3					684.00

DATE  
16-Dec-2013

CHEQUE AMOUNT  
\$772.92

CHEQUE NUMBER  
9196

PAID TO  
CBS Outdoor

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
498731	11/25/13	0	\$772.92	\$0.00
				\$772.92

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

J0000000000000

S06SF004724





377 HORNER AVE.  
TORONTO, ON M8W 1Z6

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

TEL / TEL: 416-255-1392

FAX / TÉLÉCOPIEUR: 416-255-2063

TOLL FREE / SANS FRAIS: 1-800-565-1392

# INVOICE/FACTURE

PAGE 1 of 1

DATE	ACCOUNT NO. N° DE COMPTE	AMOUNT DUE MONTANT DU

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
497092	10/28/13	0	\$772.92	\$0.00
				\$772.92

DATE  
18-Nov-13

CHEQUE AMOUNT  
\$772.92

CHEQUE NUMBER  
9118

PAID TO  
CBS Outdoor

123

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

JANMYC0010000

S06SF004724

A/C & Dept	4326-13D	QWS4895
Payment Batch# or Cheque #	1065872	
Payment Date	11/18/13	

Payable upon receipt to/Payable sur réception à :

**CBS OUTDOOR CANADA LP**

AMOUNT DUE  
MONTANT DU

772.92

GST/HST # TPS/TVH # 82787 0304 RT0001 QST # TVQ # 1218776210 TQ0001



377 HORNER AVE.  
TORONTO, ON M8W 1Z6

TEL / TEL: 416-255-1392  
FAX / TÉLÉCOPIEUR: 416-255-2063  
TOLL FREE / SANS FRAIS: 1-800-565-1392

# INVOICE/FACTURE

PAGE 1 of 1

Quinte Waste Solutions  
Centres & South Hastings Waste Services Board  
270 West Street  
Trenton ON K8V 2N3

ADVERTISER: Quinte Waste Solutions  
ANNOUNCEUR: QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

ORDER REFERENCE:  
N° DE COMMANDE:

DATE	ACCOUNT NO. N° DE COMPTE	AMOUNT DUE MONTANT DU
10/02/2013	020343	942.88

CONTRACT NO. N° DE CONTRAT	INVOICE NO. N° DE FACTURE	PROD. DOCKET DOSSIER DE PROD.
0162826	496378	119157

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
496378	10/02/13	0		9056
496129	10/07/13	0		
		\$942.88	\$0.00	\$942.88
		\$579.69	\$0.00	\$579.69

DATE  
21-Oct-2013

CHEQUE AMOUNT  
\$1,522.57

CHEQUE NUMBER  
9056

PAID TO  
CBS Outdoor

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

J008VCO0 10000 S08SF004724

Payable upon receipt to/Payable sur réception à :  
**CBS OUTDOOR CANADA LP**

GST/HST # TPS/TVH # 82787 0304 RT0001 QST # TVQ # 1218776210 TQ0001

AMOUNT DUE  
MONTANT DU  
942.88



**CBS Outdoor - Ottawa**  
565 Industrial Avenue  
Ottawa, Ontario  
K1G0Z1  
Tel: (613) 733-0177  
Fax: (613) 733-0996

**Outdoor Product:** Posters  
**Contract Number & Date:** 0162826 7/12/13  
**Advertiser:** Quinte Waste Solutions  
**Advertiser's Agent:** Quinte Waste Solutions  
Centre & South Hastings Waste Services Board  
270 West Street  
Trenton, ON K8V2N3

**Product Category:** Home & Building  
**Account Manager:** Josh Barber  
**Client Service Coordinator:** Anna DeCristofano

We hereby purchase from CBS Outdoor the advertising program for the advertisers in the markets and at prices as indicated on the Schedule of Space Booked requested and summarized below

**SUMMARY:**

As per attached Schedule of Space Booked:

<b>TOTAL NET CONTRACT VALUE:</b>	<b>\$2,565.00</b>
H.S.T. ONT	333.45
<b>GRAND TOTAL:</b>	<b>\$2,898.45</b>

Taxes are subject to change based on provincial and/or federal tax rulings. Invoices will reflect all taxes accordingly.

**SUBJECT TO CREDIT APPROVAL**

By signing this contract, we acknowledge that the Schedule of Space Booked attached, the Terms and Conditions attached, and the Notes page(s) attached form part of this contract, and we acknowledge that CBS Outdoor will not be bound by any verbal commitment made on its behalf.

When required, CBS Outdoor may employ agents to perform this contract.

Per:	CBS Outdoor Canada LP, through its
Title:	General Partner CBS Canada GP Co.
Company:	Quinte Waste Solutions
Phone:	613-394-6266
Signature:	
Date:	
Per:	Mr. Josh Barber
Title:	Account Manager
Signature:	
Date:	



**CBS Outdoor - Ottawa**  
565 Industrial Avenue  
Ottawa, Ontario  
K1G0Z1  
Tel: (613) 733-0177  
Fax: (613) 733-0996

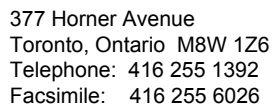
**Outdoor Product:** Posters  
**Contract Number & Date:** 0162826 7/12/13  
**Advertiser:** Quinte Waste Solutions  
**Advertiser's Agent:** Quinte Waste Solutions  
Centre & South Hastings Waste Services Board  
270 West Street  
Trenton, ON K8V2N3

**Product Category:** Home & Building  
**Account Manager:** Josh Barber  
**Client Service Coordinator:** Anna DeCristofano

## SCHEDULE OF SPACE BOOKED

We acknowledge that CBS Outdoor's acceptance of this contract does not confirm availability of all space requested. Any changes to the Schedule of Space Booked will be supplied in the form of a Revised Contract by CBS Outdoor confirming the markets and dates secured which will be deemed acceptable to us unless notice in writing is delivered to CBS Outdoor within 10 working days.

Market	Total GRPs	Approx. # of Units	Commencing Week of (mm/dd/yy)	# of Days	Cost
<b>Belleville CA / Trenton T</b>					
	N/A	1	10/07/13	21	513.00
#2754 North Front St. 40m S/O Tracey St. WS FS	N/A	1	10/28/13	28	684.00
#2743 Cannifton Pkwy 200m S/O College St. Pkwy ES FN	N/A	1	11/25/13	28	684.00
#2756 Wallbridge Loyalist Rd N/O Highway 2 WS FS	N/A	1	12/23/13	28	684.00
#3953 Sidney St. 100m S/O Bell Blvd. WS FN					
<b>MARKET TOTALS:</b>					<b>2,565.00</b>



CBS Outdoor Canada LP, through its General Partner CBS Canada GP Co.

Date \_\_\_\_\_

### E-Mail

**Telephone****Fax**

Contract #

**ADVERTISER**

## Customer

**Contact Name**

## Address

City

Province

**Postal Code****Telephone****Fax****Purchase Order #**

PST Exemption ☐ Yes Exemption #

## PRODUCTION QUOTE

Product			
Quantity			
Size ( width x height)			
Colour(s)	4/C process		
Production Method			
Artwork	Hi Res File per CBS Specs		
Substrate			
Production Cost			
Estimated Shipping			

- Shipping costs are in addition to the production cost.
- Estimates are subject to revision or reconfirmation upon receipt of final art.
- GST and PST are extra on all prices quoted.
- PST is applied based on the provinces where the material is posted.
- Payment terms are net 30 days.
- Modification to this quotation may only be made by written agreement and signed by the CBS Outdoor representative and the purchaser.

PRINT NAME

DATE \_\_\_\_\_

**It is agreed that my signature constitutes authorization to proceed with production as noted above when CBS Outdoor is in receipt of the creative file.**

SIGNATURE

**FOR OFFICE USE ONLY**

Quantity	Design	Posting Date	Shipping Destination

Artwork

Proof    ☐ Digital    ☐ Hard copy

Proof E-Mail / Address

@

📧

# INVOICE

DATE:  
INVOICE #  
Customer ID

August 7/13
2013/14 -TGH #26
Quinte Waste Solutions

Quinte Waste Solutions  
Dan Orr  
270 West Street,  
Quinte West (Trenton), Ontario K8V 2N3

Fax: 613-394-6850

[illegible]

Thank you for your support!

Make all checks payable to  
**Trenton Golden Hawks Booster Club**

If you have any questions about this invoice, please contact  
Lianne Durant - cell 613 827 2159 or email at [goldenhawksmarketing@gmail.com](mailto:goldenhawksmarketing@gmail.com)

***Thank You For Your Support!***

CIF plastics campaign

## Trenton Golden Hawks Booster Club

## INVOICE

8 Couch Crescent  
Trenton, ON K8V 1G8  
Phone: 613-827-2159 (Lianne's Cell)

DATE:  
INVOICE #  
Customer ID

August 7/13  
2013/14 - TGH #26  
Quinte Waste Solutions

### BILL TO

Quinte Waste Solutions  
Dan Orr  
270 West Street,  
Quinte West (Trenton), Ontario K8V 2N3

Phone: 613-394-6266 Fax: 613-394-6850

RECEIVED AUG 19 2013

QWS454D

DESCRIPTION	TAXED	AMOUNT
2013/2014 Rink Board		1,500.00

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
2013/14 TGJ	8/07/13 0	\$1,500.00	\$0.00	\$1,500.00

DATE  
24-Aug-13

CHEQUE AMOUNT  
\$1,500.00

CHEQUE NUMBER  
9001

PAID TO  
Trenton Golden Hawks Booster Club

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

JON80VC0010000 S08SF004724

Payment Date 8/24/13

PO

From: **Peter Demers** pdemers@theemc.ca  
Subject: Quote  
Date: July 10, 2013 at 11:37 AM  
To: Dan Orr dan@quinterecycling.org

Hi Dan

I refer to your email of June 24th for your winter project. To that end please find attached the following two pages...

1. is a map for our five zones of coverage
2. a rate card for EMC notes

As discussed if you were to consider the EMC notes for our zones 2, 3 and 4 plus Picton Gazette, we would need to order 66,400 notes which I would estimate to cost \$3,900.00 + hst.

In your email you mentioned the possibility of a full page for each of 3 months, Oct, Nov. and Dec.

Here is an option quotation for your consideration...

Run a full page in colour for Oct. Nov and Dec. -

- In EMC zones 2, 3 and 4 including a faux note in colour on the front page ... \$1,395.00 + hst per insertion.
- In Picton Gazette without faux note ... \$495.00 + hst per insertion.

This quote is good for 60 days from the date of this email thus it expires Sept. 10th 2013, as we are expecting line rate adjustments in the fall. Also keep in mind that if you are procuring quotations that our pages are 15% larger than our local competition.

Also note that from time to time we have clients who purchase wraps which basically move our front page to the page three location. We only find out if our head office has sold a wrap one or two weeks before it happens which would give us time to either proceed or re-schedule your full page and faux note.

Dan if you have any further questions please let me know.

Cheers

Peter

Peter Demers

Advertising Consultant

(613) 966-2034 Ext 501

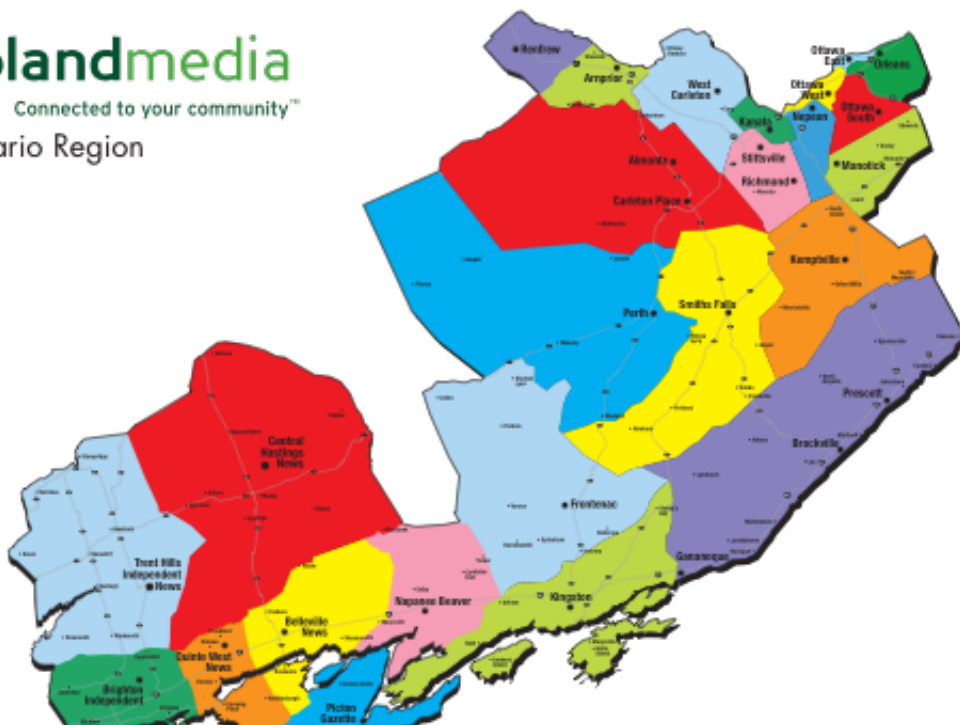
Cell - (613) 243-2801 Fax (613)966-8747

[www.EMCOnline.ca](http://www.EMCOnline.ca)

For your protection, please do not email me credit card information.



- Smalls Falls Record News EMC
- The Perth Courier EMC
- Carleton Place EMC
- The Kempenfelt Advance EMC
- St. Lawrence News EMC
- Kanata Courier Standard EMC
- Stratford News EMC
- West Carleton Review EMC
- Amherst Chronicle Guide EMC
- Panther Mercury EMC
- Pelee-Bathurst News EMC
- Ottawa West News EMC
- Ottawa South News EMC
- Manotick News EMC
- Ottawa East News EMC
- Ottawa News EMC
- Frontenac News EMC
- Kingsville News EMC
- Napanee Beaver
- Quinte West News
- Belleville News EMC
- Central Hastings News
- West Hills Independent News
- Brighton Independent
- Picton Gazette







landmedia  
Connected to your community™

# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	ADVERTISER NUMBER	STATEMENT NUMBER	PAGE #
818972	12/01/2013	818972	2555283	2 of 3

NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
	Full Process			0.00
	HST (R137752424)			56.03
Ad #4142192 Inv. OTD0273991	QUINTE WASTE SOLUTIONS - FLYERS Central Hastings News HST (R137752424)	Inserts 11.142 T	1 70.00	779.94 101.39
1/20/2013 ✓ Ad #4129163 Inv. OTD0273992	Blue is Back Page: 12 Central Hastings News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	280.00 0.00 36.40
11/07/2013 ✓ Ad #4142190 Inv. OTD0274513	QUINTE WASTE SOLUTIONS - FLYERS Belleville News HST (R137752424)	Inserts 22.805 T	1 70.00	1,596.35 207.53
11/07/2013 Ad #4129160 Inv. OTD0274514	Blue is Back Page: 14 Belleville News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	584.00 0.00 75.92
11/21/2013 ✓ Ad #4179245 Inv. OTD0277861	What's Missing Faux sticky Picton Gazette Full Process	2 x 47 A 94 A	1	0.00 0.00
11/21/2013 ✓ Ad #4179557 Inv. OTD0277862	Is there a blue box Picton Gazette Full Process HST (R137752424)	6 x 210 A 1,260 A	1	495.00 0.00 64.35
11/21/2013 ✓ Ad #4179239 Inv. OTD0279775	What's Missing Page: 3 Quinte West News Full Process HST (R137752424)	3 x 42 A 126 A	1	40.00 0.00 5.20
11/21/2013 ✓ Ad #4179556 Inv. OTD0279776	Is there a blue box Page: 18 Quinte West News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	406.00 0.00 52.78
11/21/2013 ✓ Ad #4179237 Inv. OTD0279924	What's Missing Page: 3 Central Hastings News Full Process HST (R137752424)	3 x 42 A 126 A	1	20.00 0.00 2.60
11/21/2013 ✓ Ad #4179554 Inv. OTD0279925	Is there a blue box Page: 16 Central Hastings News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	305.00 0.00 39.65
11/21/2013 ✓ Ad #4179553 Inv. OTD0280291	Is there a blue box Page: 20 Belleville News Full Process	10 x 189 A 1,890 A	1	584.00 0.00



# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	ADVERTISER NUMBER	STATEMENT NUMBER	PAGE #
818972	12/01/2013	818972	2555283	3 of 3

PAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
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HST (R137752424)

#4179235

What's Missing

3 x 42 A

1

75.92

Inv. OTD0280292

Page: 3

126 A

CIF

Belleville News

40.00

Full Process

0.00

HST (R137752424)

5.20

Balance Due

8,788.69

2013





# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	TOTAL AMOUNT DUE	STATEMENT NUMBER
818972	12/31/2013	\$10,924.39	2601767
BILLING PERIOD	TERMS OF PAYMENT		PAGE #
12/02/2013 - 12/31/2013	Upon Receipt		1 of 2
ADVERTISER NUMBER	ADVERTISER NAME		
818972	Quinte Waste Solutions		
CURRENT	31-60 DAYS	61-90 DAYS	91 DAYS AND UP
\$2,135.70	\$8,788.68	\$0.01	\$0.00

Dan Orr  
Quinte Waste Solutions  
270 West St.  
Trenton, ON K8V 2N3

RECEIVED JAN 10 2014  
QWS 5328

Account Summary	
Previous Balance	\$8,788.69
Payments on Account	\$0.00
New Charges, Debits	\$1,890.00
Credit Adjustments	\$0.00
Total Taxes	\$245.70
Finance Charges	\$0.00
<b>Total Amount Due</b>	<b>\$10,924.39</b>

DATE	NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
12/01/2013		Previous Balance			pd - 8,788.69
12/12/2013	Ad #4248712	What's missing - faux sticky	2 x 47 A	1	
	Inv. OTD0287320	Picton Gazette	94 A		0.00
		Full Process			0.00
12/12/2013	Ad #4248753	Is there a blue box	6 x 210 A	1	
	Inv. OTD0287321	Picton Gazette	1,260 A		495.00
		HST (R137752424)			64.35
12/12/2013	Ad #4248746	Is there a blue box	10 x 189 A	1	
	Inv. OTD0289196	Page: 20	1,890 A		402.00
		Quinte West News			52.26
		HST (R137752424)			
12/12/2013	Ad #4248709	What's missing - faux sticky	3 x 42 A	1	
	Inv. OTD0289197	Page: 1	126 A		40.00
		Quinte West News			5.20
		HST (R137752424)			
12/12/2013	Ad #4248707	What's missing - faux sticky	3 x 42 A	1	

Continued on page 2



# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	ADVERTISER NUMBER	STATEMENT NUMBER	PAGE #
818972	12/31/2013	818972	2601767	2 of 2

NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
Inv. OTD0289306	Page: 3	126 A		
	Central Hastings News			20.00
	HST (R137752424)			2.60
Ad #4248736	Is there a blue box	10 x 189 A	1	
Inv. OTD0289307	Page: 20	1,890 A		
	Central Hastings News			298.00
	HST (R137752424)			38.74
Ad #4248733	Is there a blue box	10 x 189 A	1	
Inv. OTD0289687	Page: 20	1,890 A		
	Belleville News			595.00
	Full Process			0.00
	HST (R137752424)			77.35
Ad #4248706	What's missing - faux sticky	3 x 42 A	1	
Inv. OTD0289688	Page: 3	126 A		
	Belleville News			40.00
	Full Process			0.00
	HST (R137752424)			5.20
	<b>Balance Due</b>			<b>10,924.39</b>



# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	TOTAL AMOUNT DUE	STATEMENT NUMBER
818972	11/03/2013	\$2,658.26	2490789
BILLING PERIOD	TERMS OF PAYMENT		PAGE
09/30/2013 - 11/03/2013	Upon Receipt		1 of 3
ADVERTISER NUMBER	ADVERTISER NAME		
818972	Quinte Waste Solutions		
CURRENT	31-60 DAYS	61-90 DAYS	91 DAYS AND UP
\$2,658.27	\$0.00	\$0.00	(\$0.01)

Dan Orr  
Quinte Waste Solutions  
270 West St.  
Trenton, ON K8V 2N3

*QWS5066*  
RECEIVED NOV 13 2013

Account Summary	
Previous Balance	\$619.23
Payments on Account	(\$619.24)
New Charges, Debits	\$2,352.45
Credit Adjustments	\$0.00
Total Taxes	\$305.82
Finance Charges	\$0.00
<b>Total Amount Due</b>	<b>\$2,658.26</b>

NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
	<b>Previous Balance</b>			<b>619.23</b>
	Payment - Cheque (009065)			-619.24
013 Ad #4008987	Belleville	Batch# <u>10690</u>	3 x 70 A	1
Inv. OTD0260210	Page: 12	A/C & Dept <u>4326-BB CIF</u>	210 A	
	Belleville News	<u>4326-BBS HW</u>		✓ 160.45 <i>HEW</i>
	Full Process	Payment Batch# or Cheque # <u>10693</u>		0.00 <i>gr</i>
	HST (R137752424)	Payment Date <u>11/18/13</u>		20.86
7/2013 Ad #3960764	Is there a Blue Box		6 x 210 A	1
Inv. OTD0263264	Picton Gazette		1,260 A	✓ 495.00 <i>DA</i>
	Full Process			0.00 <i>CF</i>
	HST (R137752424)			64.35
7/2013 Ad #3960735	What's Missing (False Sticky)		2 x 47 A	1
Inv. OTD0263265	Picton Gazette		94 A	✓ 0.00 <i>DE</i>
	Full Process			0.00 <i>CIF</i>
1/2013 Ad #4050991	Oct 19th Trenton Event		3 x 70 A	1



# ADVERTISING INVOICE and STATEMENT

BILLED ACCOUNT NUMBER	BILLING DATE	ADVERTISER NUMBER	STATEMENT NUMBER	PAGE #
818972	11/03/2013	818972	2490789	2 of 3

DATE	NEWSPAPER REFERENCE	DESCRIPTION - OTHER COMMENTS / CHARGES	SAU SIZE BILLED UNITS	TIMES RUN RATE	NET AMOUNT
	Inv. OTD0265269	Page: 4 Quinte West News Full Process HST (R137752424)	210 A		✓ 160.45 HST 0.00 20.86
10/17/2013	Ad #3960734 Inv. OTD0265270	What's Missing (False Sticky) Page: 3 Quinte West News Full Process HST (R137752424)	3 x 42 A 126 A	1	✓ 33.00 DO 0.00 4.29
10/17/2013	Ad #3960761 Inv. OTD0265271	Is there a Blue Box Page: 16 Quinte West News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	425.00 DO 0.00 55.25
10/17/2013	Ad #3960760 Inv. OTD0265424	Is there a Blue Box Page: 21 Central Hastings News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	270.00 DO 0.00 35.10
10/17/2013	Ad #3960733 Inv. OTD0265425	What's Missing (False Sticky) Page: 1 Central Hastings News Full Process HST (R137752424)	3 x 42 A 126 A	1	21.00 DO 0.00 2.73
10/17/2013	Ad #3960758 Inv. OTD0265891	Is there a Blue Box Page: 21 Belleville News Full Process HST (R137752424)	10 x 189 A 1,890 A	1	600.00 DO 0.00 78.00
10/17/2013	Ad #3960732 Inv. OTD0265892	What's Missing (False Sticky) Page: 1 Belleville News Full Process HST (R137752424)	3 x 42 A 126 A	1	46.00 DO 0.00 5.98
10/24/2013	Ad #4072048 Inv. OTD0268417	Oct 26th Madoc Twp Event Page: 18 Central Hastings News Full Process HST (R137752424)	3 x 70 A 210 A	1	✓ 141.55 HST 0.00 18.40
10/31/2013	Ad #4105333 Inv. OTD0269069	Flyer teaser Picton Gazette Full Process	3 x 94 A 282 A	1	0.00 0.00
10/31/2013	Ad #4105331 Inv. OTD0270926	Flyer teaser Page: 10 Quinte West News Full Process	5 x 94 A 470 A	1	0.00 0.00
10/31/2013	Ad #4105329 Inv. OTD0271052	Flyer teaser Page: 9 Central Hastings News	5 x 94 A 470 A	1	0.00



**Outdoor Advertising  
Space Contract**

**Contract No.:** OTTTC105489A

**Category:** Waste Management

**Advertiser:** QUINTE WASTE SOLUTINS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES

**Account Supervisor:** Tim Cunningham

**Brand:**

PATTISON Outdoor Advertising is hereby instructed to post and maintain a Showing as contracted below:

MEDIA PRODUCT	MARKET	GRP LEVEL	APPROX # OF PANELS	# OF WEEKS	COMMENCING WEEK OF	EXPIRING WEEK OF	4-WEEK NET COST	TOTAL NET COST
Mall Posters	Mall-Ottawa CMA/Belleville CA	N/A	2	12	30-Sep-13	22-Dec-13	\$900.00	\$2,700.00

Comments:

PRODUCTION EXTRA AND WILL BE CHARGED SEPARATELY.

**Sub Total Space (Net):** \$2,700.00  
**HST (ON) (AR) 13%** \$351.00  
**Total Contract (Net \$ + Taxes):** \$3,051.00

\*\* Taxes are subject to change based on provincial and/or federal tax rulings. Invoices will reflect all taxes accordingly.

Code: QUINWAS

Client: QUINTE WASTE SOLUTINS / CENTRE & SOL

Address: QUINTE WASTE SOLUTINS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES  
BOARD  
270 WEST STREET  
\*\*\* E/B \*\*\*  
TRENTON, ON  
K8V 2N3

Phone: 613-394-6266

Fax: 613-394-6850

**PATTISON OUTDOOR ADVERTISING LP**

PATTISON OUTDOOR OTTAWA  
6 ANTARES DR.  
UNIT 5, PHASE 1  
OTTAWA, ON  
K2E 8A9,

Phone: (613) 221-3600

Fax: (613) 221-3620

Client Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Direct # of Signatory \_\_\_\_\_

Email of Signatory \_\_\_\_\_

Date \_\_\_\_\_

Manager Approval \_\_\_\_\_

Rep Signature \_\_\_\_\_

Date \_\_\_\_\_

The signature above confirms that I have read and understood the terms and conditions  
of this contract

Contract is Subject to Credit Approval prior to fulfillment

**INVOICES ARE DUE UPON RECEIPT. CAMPAIGNS TO BE BILLED AT BEGINNING OF 4 WEEK PERIOD.**



## Pattison Outdoor Advertising | Space Contract - General Terms & Conditions

1. In order to guarantee a full showing in accordance with the specified dates in our agreement, artwork configured to the correct specifications must all be received by Pattison Outdoor Advertising at least 15 working days (3 weeks) prior to the scheduled posting date. Artwork that is received with less than the 15 day period, may be subject to production and posting premiums. If the artwork is late for the committed production deadline, the material can not be guaranteed to be posted on time and there are no assurances to the Agency and the Advertiser of a complete showing.
2. Pattison Outdoor Advertising reserves the right to not display any advertising which is considered to be in violation of the Canadian Code of Advertising Standards or which Pattison Outdoor Advertising deems may be offensive to the moral standard of the community, or which we believe negatively reflects on the character, integrity or standing of any organization or individual. The conditions and terms of the contract remain the responsibility of the advertiser and/or agency.
3. The GRP delivery will be guaranteed over the duration of the Posting Contract. Site specific and skewed requests may invalidate GRP delivery. Late delivery of copy, artwork, etc. may also invalidate the GRP delivery guarantee.
4. The Posting Contract is cancelable only by the Client/Agency as follows: Application for cancellation must be made in writing to Pattison Outdoor Advertising LP, (a division of Jim Pattison Industries Ltd.), at the address on the face page of the Posting Contract, to be received by Pattison Outdoor Advertising by 5 p.m., not less than 90 days from posting. Contracts are subject to a 10% penalty charge against the net value of space cancelled, plus any unearned discounts cancelled outside of the 90 days from posting. Contracts are non-cancelable within 90 days of the posting date.
5. Posting dates: Pattison Outdoor Advertising is permitted 7 days from the requested posting date to install copy (14 days for bulletins), but the Advertiser and the Agency are assured of a full display period provided the advertising material or the posters have been delivered on time. Advertising material must be received 3 working days prior to the posting date.
6. Delay in posting:
  - a) Where delays result due to inclement weather, Pattison Outdoor Advertising shall provide "make good" display space equivalent to the original contracted level.
  - b) Where delays result due to a failure to provide production material within the time specified herein via a delay on the part of either the Advertiser or the Agency, Pattison Outdoor Advertising shall not be obliged to "make good" display space. on deadline, the material can not be guaranteed to be posted on time and there are no assurances to the Agency and the Advertiser of a complete showing.
7. The Agency shall be jointly and severally liable with the Advertiser to make all payments owing pursuant to the provisions of this Posting Contract, whether or not both the Agency and the Advertiser or only one of them signs the Posting Contract. Such payments shall include a delinquency charge of two percent (2%) per month (Twenty-four percent (24%) per annum) imposed upon any invoice that is in default for more than fifteen (15) days after its due date. If the Advertiser or the Agency shall (a) fail to make the payments as set out in the face page hereof within fifteen days after they are due, (b) fail to pay any other monies payable under the terms of this Posting Contract on demand or (c) fail to perform or observe any of the terms and conditions of this Posting Contract, it shall be lawful for Pattison Outdoor Advertising to terminate this contract without notice to the Advertiser or the Agency and without prejudice to any claims which Pattison Outdoor Advertising may have against the Advertiser or the Agency. Upon any such termination, the Advertiser or the Agency will be responsible for the portion of the contract that has been fulfilled by Pattison Outdoor Advertising up to the termination date.
8. Pattison Outdoor Advertising shall have full and exclusive control over the installation, maintenance, change and removal of any and all signs provided by the Agency or the Advertiser.
9. If for any reason, Pattison Outdoor Advertising shall cease to have the right to maintain control of, or the right to continue to display advertising on any of the structures now controlled by it (the "Structures"), Pattison Outdoor Advertising reserves the right to cancel and remove the advertising in the Structures without prejudice (payment of penalty or deduction of contract rate) to the remainder of this contract. If space is available, Pattison Outdoor Advertising may at their discretion substitute other structure locations to fulfill the balance of the contract for any locations that have been taken out of service.
10. The Agency, acting for itself and on behalf of the Advertiser, agrees to hold harmless, defend and indemnify Pattison Outdoor Advertising against all actions, claims, demands, liabilities and damages which may in any manner be imposed or incurred upon Pattison Outdoor Advertising as a consequence of, or arising out of any act or omission on the part of the Advertiser, the Agency or any of their respective officers, employees, agencies or subcontractors pursuant to or in connection with this Posting Contract.
11. The Agency, acting for itself and on behalf of the Advertiser, agrees to hold harmless, defend and indemnify Pattison Outdoor Advertising and the owners of the properties where the structures are located against all actions, claims, demands and liability for libel, slander, illegal competition or trade practices, infringement of trademarks, trade names or title violations or rights of privacy and infringement of copyrights and proprietary rights resulting from any advertising display signs produced or displayed pursuant to or in connection with this Posting Contract.
12. All or any of Pattison Outdoor Advertising's rights described in the Posting Contract, including right, title and interest in and to the rights described hereunder may be assigned by Pattison Outdoor Advertising, at any time and Pattison Outdoor Advertising may, in addition, assign all or part of its liabilities and obligations hereunder. The Agency, on receiving written notice of such an assignment, shall thereafter make all payments due pursuant to the Posting Contract as directed in the notice of assignment and shall obligate the Advertiser to do the same. Both the Agency and the Advertiser shall continue to be bound by the terms and conditions hereof after any assignment of the Posting Contract on the part of Pattison Outdoor Advertising.
13. The Agency, acting for itself and on behalf of the Advertiser, will not assign this contract or any right or obligation hereunder without the prior written consent of Pattison Outdoor Advertising.
14. Except as otherwise expressly provided in this Posting Contract, the failure of a party to exercise any right granted hereunder shall not operate as, or be construed as, a waiver of such right in any manner impair the ability of the party to enforce it at any subsequent time or times.
15. There shall be no modification of the Posting Contract except by written agreement, signed by Pattison Outdoor Advertising and the Agency, acting for itself and on behalf of the Advertiser.
16. This contract shall be governed by and interpreted in accordance with the laws of the province in which the contract was authorized by Pattison Outdoor Advertising.
17. This contract constitutes the entire agreement between Pattison Outdoor Advertising, the Agency and the Advertiser with respect to the subject matter hereof and supersedes all prior agreements, negotiations, discussions and understandings between Pattison Outdoor Advertising, the Agency and the Advertiser that in any way relate to the purchase and sale of the rights hereunder.
18. Any written notice, request, order, demand, statement or payment provided for the Posting Contract shall be sent to Pattison Outdoor Advertising at the address stated on the face page hereof.
19. In the event of loss of location, Pattison Outdoor Advertising will submit a suitable substitution for approval by the Agency, acting for itself and on behalf of the Advertiser.
20. In the event of loss of night time illumination of lit panels, the Agency will receive on behalf of the Advertiser, and at the discretion of Pattison Outdoor Advertising, either a pro-rated credit or extension of display time.
21. Production costs are extra. Production quotes are estimates only and must be confirmed in writing (or by contract) to the Agency, acting on behalf of the Advertiser, upon receipt by Pattison Outdoor Advertising of actual artwork to Pattison Outdoor Advertising specifications. Such material shall be subject to the approval of Pattison Outdoor Advertising.





Production Contract

PATTISON OUTDOOR OTTAWA  
6 ANTARES DR.  
UNIT 5, PHASE 1  
OTTAWA, ON  
K2E 8A9,  
Phone (613) 221-3600 Fax (613) 221-3620

Quote Number : 0035308

Date : 8/16/2013

Account Executive : Tim Cunningham

Production Representative : Michael Russo - (905) 282-6800

TO PRODUCE

Client Quinte Waste Solutions

Design

Quantity

6

Product: Mall Poster

Description Full colour 47x68 mall posters printed on paper.

Size to be confirmed.

Based on one design.

Ground shipping to one location is included.

\*\*\*All posters must be printed & shipped at the same time.\*\*\*

at a production cost of :

\$ 650.00

This production cost is based on art specifications at time of quotation and is valid for 30 days. This is not an invoice.

Allow two weeks to receive an invoice.

An invoice, plus applicable taxes, to follow after production is ordered. GST, HST and/or PST may be applicable based on current tax rules.

BILLING AUTHORIZATION

Invoice To :

Company : QUINTE WASTE SOLUTINS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES  
BOARD  
270 WEST STREET  
\*\*\* E/B \*\*\*  
TRENTON, ON

Contact : QUINTE WASTE SOLUTINS / CENTRE & SC  
Phone : 613-394-6266  
Email : shari@quinterecycling.org

Authorized Signature

Client Signature

Print Name

Direct # of Signatory

Email of Signatory

Date

Authorized Billing Name/Address

☐ Same as Signatory

The signature above confirms that I have read and understood the terms and conditions of this contract

Authorized Signature  
Pattison Outdoor



## Production Agreement

**Quote Number :** 0035308

**ACCEPTANCE OF CONTRACT** This Contract is not binding on PATTISON Production/ Creative Services (hereby referred to as PATTISON) unless it has been accepted and signed by an authorized representative of PATTISON. The acceptance of a Contract for a new Client is also subject to final credit approval by PATTISON.

In Order to guarantee a full showing in accordance with the specified dates in our agreement, artwork configured to the correct specifications must all be received by Pattison Outdoor Advertising at least 15 working days (3 weeks) prior to the scheduled posting date. Artwork that is received with less than 15 day period, may be subject to production and posting premiums. If the artwork is late for the committed production deadline, the material can not be guaranteed to be posted on time and there are no assurances to the Agency and the Advertiser of a complete showing.

We strive to produce and post quality material, but cannot be held responsible for supplied images that are of poor quality or for artwork that is supplied with errors. We will match colors to supplied Pantone color references or color proofs as closely as possible, but not all Pantone colors can be matched in CMYK printing and some color variance in images should be expected between proofs and final output due to differences in printing processes. Note that PDFs or other on-screen proofs and printed proofs from devices that are not certified for color matching should not be relied upon for accurate color proofing.

In the absence of a supplied, color correct hard copy proof or Pantone color references to match to, PATTISON Outdoor Advertising or its suppliers cannot be held responsible for shifts in color from what advertisers or their agencies or designers intended on their supplied artwork.

Pattison Outdoor Advertising reserves the right to not display any advertising which is considered to be in violation of the Canadian Code of Advertising Standards or which Pattison Outdoor Advertising deems may be offensive to the moral standards of the community, or which we believe negatively reflects on the character, integrity or standing of any organization or individual. The conditions and terms of the contract remain the responsibility of the advertiser and/or agency.

Pattison Outdoor Advertising shall have full and exclusive control over the installation, maintenance, change and removal of any and all signs provided by the Purchaser or the Advertiser. The client may be responsible for additional install and removal charges on specialty outdoor and transit products.

If the Client: (i) defaults on the payment of any amount due under this Contract or if the Client's account with PATTISON is in arrears; (ii) fails to perform any of its obligations hereunder; (iii) becomes subject to bankruptcy or receivership proceedings; or (iv) makes an assignment or arrangement for the benefit of its creditors, all amounts payable by the Client under this Contract for both the expired and unexpired term of its Contract shall become immediately due and payable and PATTISON shall be entitled, without further action, notice or demand, to remove the Client's Advertising Material and cancel this Contract. If this Contract is executed by both the Client and the Advertiser, both shall be jointly liable for all amounts due under this Contract.

The Purchaser, acting for itself and on behalf of the Advertiser, will not assign this Contract or any right or obligation hereunder without the prior written consent of Pattison Outdoor Advertising.

Except as otherwise expressly provided in this Production Contract, the failure of a party to exercise any right granted hereunder shall not operate as, or be construed as, a waiver of such right in any manner impair the ability of the party to enforce it at any subsequent time or times.

There shall be no modification of the Production Contract except by written agreement, signed by Pattison Outdoor Advertising and the Purchaser and the Advertiser, acting for itself and on behalf of the Advertiser.

This Contract shall be governed by and interpreted in accordance with the laws of the province in which the contract was authorized by Pattison Outdoor Advertising.

This Contract constitutes the entire agreement between Pattison Outdoor Advertising, the Purchaser and the Advertiser with respect to the subject matter hereof and supersedes all prior agreements, negotiations, discussions and understandings between Pattison Outdoor Advertising, the Purchaser and the Advertiser that in any way relate to the purchase and sale of the rights hereunder.

Any written notice, request, order, demand, statement, or payment provided for the Production Contract shall be sent to Pattison Outdoor Advertising at the address stated on the face page hereof.

Advertiser Acceptance Initials \_\_\_\_\_

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8/16/2013/ 3:00:40PM



INVOICE

PATTISON OUTDOOR CENTRAL REGION  
2700 Matheson Blvd. East  
Suite 500, West Tower  
Mississauga, ON  
L4W 4V8,  
Tel: (905) 282-6800

Customer Number: QHWWAS

Invoice Number: 40/10418385

Invoice Date: 11/25/2013

Due Date: DUE UPON RECEIPT

Contract Number: OTTTC105489A

Brand:

Advertiser: QUINTE WASTE SOLUTIONS / CENTRE & SOUTH HAST

QUINTE WASTE SOLUTIONS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES  
BOARD

ATTN: ACCOUNTS PAYABLE

270 WEST STREET

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
40/10418385	11/25/13	0	\$1,017.00	\$1,017.00

DATE

16-Dec-2013

CHEQUE AMOUNT

\$1,017.00

CHEQUE NUMBER

9221

PAID TO

Pattison Outdoor Advertising

228

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

J0980YC0010000 S06SF004724

\*\* Taxes are subject to change based on provincial and/or federal tax changes.

INTEREST ACCRUES 30 DAYS FROM INVOICE DATE 2% PER MONTH, 24% PER ANNUM  
INTEREST CHARGED ON OVERDUE ACCOUNTS

Total Amount Due: \$1,017.00  
GST# 82788 5756 RT0002



INVOICE

PATTISON OUTDOOR CENTRAL REGION  
2700 Matheson Blvd. East  
Suite 500, West Tower  
Mississauga, ON  
L4W 4V9

RECEIVED OCT 29 2013

QUINTE WASTE SOLUTIONS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES  
BOARD

ATTN: ACCOUNTS PAYABLE

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

Customer Number: QUINWAS

Invoice Number: 40/10412811

Invoice Date: 10/28/2013

Due Date: DUE UPON RECEIPT

Contract Number: OTTC-105489A

Brand:

QUINTE WASTE SOLUTIONS / CENTRE & SOUTH HAST

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT
40/10412811	10/28/13 0	\$1,017.00	\$0.00	\$1,017.00

DATE  
18-Nov-13

CHEQUE AMOUNT  
\$1,017.00

CHEQUE NUMBER  
9145

PAID TO  
Pattison Outdoor Advertising

150

SFMS01750E-1



TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

JON80YC0010000 SFMSF000724

\*\* Taxes are subject to change based on provincial and/or federal tax rulings. INVOICES WILL BE ADJUSTED.

INTEREST ACCRUES 30 DAYS FROM INVOICE DATE 2% PER MONTH, 24% PER ANNUM  
INTEREST CHARGED ON OVERDUE ACCOUNTS

\$1,017.00

Total Amount Due:  
GST# 82789 6756 RT0002



INVOICE

PATTISON OUTDOOR CENTRAL REGION  
2700 Matheson Blvd. East  
Suite 500, West Tower  
Mississauga, ON  
L4W 4V9,  
Tel: (905) 282-6800

mail 10/1/13  
QWS 4749

Customer Number: QUINWAS  
Invoice Number: 40/10407480  
Invoice Date: 9/30/2013  
Due Date: DUE UPON RECEIPT  
Contract Number: OTTTC105489A  
Brand:

QUINTE WASTE SOLUTIONS / CENTRE &  
SOUTH HASTINGS WASTE SERVICES  
BOARD  
ATTN: ACCOUNTS PAYABLE

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.
40/10407481	9/30/13	0	\$734.50	\$734.50
40/10407480	9/30/13	0	\$1,017.00	\$1,017.00

DATE  
21-Oct-2013

CHEQUE AMOUNT  
\$1,751.50

CHEQUE NUMBER  
9078

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JON00VC0010000 S06SF004724

\*\* Taxes are subject to change based on provincial and/or federal tax rulings. INVOICES WILL REFLECT THE APPROPRIATE TAXES.

INTEREST ACCRUES 30 DAYS FROM INVOICE DATE 2% PER MONTH, 24% PER ANNUM  
INTEREST CHARGED ON OVERDUE ACCOUNTS  
Total Amount Due: \$1,017.00  
GST# 82789 5756 RT0002

## Expense Claim

**Approved:**



Conor Brennan

From:  
To:

Nov. Dec.

--	--

Batch#

A/C &amp; Dept.

Payment Date -

04791

~~12/16/13~~

4308-BB

[illegible]

\* Please break out HST. If not itemized, eg. mileage or gas, divide whole amount by 113 then multiply by 100 to get **Subtotal without HST**. Then multiply the subtotal by 13% to get the HST.

**Note:** Mileage allowance as of **July 2012 increased to \$0.52 per km.**

**Totals**

Centre and South Hastings Waste Services Board

## Expense Claim

Employee

Conor Brennan

Period covered

From: Nov  
To: Dec.

Approved: 

Batch# 16740  
A/C & Dept 4308-BB  
Payment Batch# or Cheque # 10742  
Payment Date 12/16/13

QUINTE WASTE SOLUTIONS  
TRENTON, ONTARIO K8V 2N3

Program				Subtotal	HST*	Total
INVOICE NO.	REFERENCE	AMOUNT	DISCOUNT	NET AMT.		
Exp 12/13	12/09/13 0	\$97.92	\$0.00	\$97.92		

DATE

16-Dec-2013

CHEQUE AMOUNT

\$97.92

CHEQUE NUMBER

9201

PAID TO

Conor Brennan

SFMS01750E-1

SAFEGUARD.

TO REORDER, CALL YOUR LOCAL SAFEGUARD DISTRIBUTOR AT 800-520-1120

\* Please break out HST. If not itemized, eg. mileage or gas, amount to get Subtotal without HST. Then multiply the subtotal by 13% to get the HST.  
Note: Mileage allowance as of July 2012 increased to \$0.52 per km.

Totals 86.66 11.26 97.92

SEO Forms 2011