

Fall 2007 Flowchart

Flights	3Q 2007								4Q 2007									TOTAL TRPs/#			
	August				September				October			November			December						
	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26		3	10	17
Chicago																					
Travel Michigan																					
TV-Adults 25-54					150	150	150	150	150	150											900
Radio-Adults 25-54					101	101	101	101													404
Radio-HISPANIC A 25-54			104	109	101	101	101	101	101	101											819
Total-Adults 25-54			104	109	352	352	352	352	251	251											2,123
OoH-Chicago Bulletins					29																29
OoH-Chicago Buses					2																2
OoH-I-94 Corridor Bulletins					9																9
Harbor Country																					
Radio-Adults 25-54										69	69										138
Beachtowns																					
Radio-Adults 25-54								75	75												150
Detroit																					
Travel Michigan																					
TV-Adults 25-54					75	74	77	75													301
Radio-Adults 25-54					100	100	100	100													400
Total-Adults 25-54					175	174	177	175													701
OoH-Bulletins					17																17
Beachtowns																					
Radio-Adults 25-54								62	61												123
Grand Rapids																					
Travel Michigan																					
TV-Adults 25-54					78	71	74	77													300
Radio-Adults 25-54					100	100	100	100													400
Total-Adults 25-54					178	171	174	177													700
OoH-Bulletins					12																12
Downtown Grand Rapids																					
Radio-Adults 25-54					210	210	210	210	200	200	200	200									1,640
Grand Rapids Arts (TBD)																					
Radio-Adults 25-54																					
The Soo																					
Radio-Adults 25-54					115	100	100	100													415
Lansing																					
Travel Michigan																					
TV-Adults 25-54					76	75	75	75													301
Radio-Adults 25-54					105	104	104	104													417
Total-Adults 25-54					181	179	179	179													718
OoH-Bulletins					10																10
The Soo																					
Radio-Adults 25-54					115	100	100	100													415
Flint																					
Travel Michigan																					
TV-Adults 25-54					75	75	75	75													300
Radio-Adults 25-54					100	100	100	100													400
Total-Adults 25-54					175	175	175	175													700
OoH-Bulletins					9																9
The Soo																					
Radio-Adults 25-54					100	100	75	75													350
Toledo, OH																					
Native American Casinos																					
Radio-Adults 25-54					180	180	180	180	180	180	175	175	175	175	175	175	175	175	175		2,300
Ft. Wayne, IN																					
Native American Casinos																					
Radio-Adults 25-54					180	180	180	180	180	180	175	175	175	175	175	175	175	175	175		2,300