Warm Weather 2007
Feeder Markets

FT. WAYNE	April	May				June				July					TOTAL
	30	7	14	21	28	4	11	18	25	2	9	16	23	30	TRPs / #
Heritage Trails															
Radio-Adults 25-54 (TRPs)				175	175	151	149	133	133	133	133	133			1,315
OoH-Bulletins				6				6							12

GREEN BAY	April	May				June				July					TOTAL
	30	7	14	21	28	4	11	18	25	2	9	16	23	30	TRPs / #
Ludington / Car Ferry															
Radio-Women 35-64 (TRPs)			126	101	101	85	77	77							567
OoH-Bulletins			5				5								10

SOUTH BEND	April	May				June				July					TOTAL
	30	7	14	21	28	4	11	18	25	2	9	16	23	30	TRPs / #
Michigan's Adventure															
Radio-Women 25-54 (TRPs)				157	141	139	138	138	141	139	133	132	120		1,378
OoH-Bulletins					5				5						10
Michigan's West Coast															
Radio-Women 35-64 (TRPs)					247	247	247	191	191	191	191	191	191	176	2,063

TOLEDO	April	May				June				July					TOTAL
	30	7	14	21	28	4	11	18	25	2	9	16	23	30	TRPs / #
The Soo															
Radio-Women 35-64 (TRPs)				200	200	170	152	152	152	152	152				1,330
OoH-Bulletins				4				4							8
North Coast															
Radio-Women 35-64 (TRPs)	134	134	134	75	51	132	136	133							929
OoH-Bulletins	5				5										10
Internet-Banners (IMPs)	160	160	160	160	160	160	151								1,111