

Warm Weather 2007 In-State Markets

DETROIT	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Women 35-64 (TRPs)				133	157	113	122	112	102							
Radio-Women 35-64 (TRPs)				42	20	26	56	38	38							
Total-Women 35-64				175	177	139	178	150	140							
OoH-Bulletins				18				18								
Michigan's Adventure																
Radio-Women 25-54 (TRPs)				95	99	99	109	83	91	80	113	101				
Muskegon																
Radio-Women 35-64 (TRPs)				89	45	47	90									
Michigan's West Coast																
Radio-Women 35-64 (TRPs)				89	64	40	53	164	164							
Beachtowns																
Radio-Women 35-64 (TRPs)					94	88										

GRAND RAPIDS	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Women 35-64 (TRPs)				160	135	97	109	101	103							
Radio-Women 35-64 (TRPs)				64	62	57	58	60	200							
Total-Women 35-64				224	197	154	167	161	303							
OoH-Bulletins				13				12								
Michigan's West Coast																
Radio-Women 35-64 (TRPs)				74	73	65	63	63								
The Henry Ford																
Radio-Adults 25-54 (TRPs)								100	100	100	100	100				
The Soo																
Radio-Women 35-64 (TRPs)				88	90	79	79	78								

LANSING	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Women 35-64 (TRPs)				143	146	112	100	102	104							
Radio-Women 35-64 (TRPs)				62	74	63	67	63	108							
Total-Women 35-64				205	220	175	167	165	212							
OoH-Bulletins				10				10								
Michigan's Adventure																
Radio-Women 25-54 (TRPs)				133	138	138	132	131	131	131	130	130	130			
Michigan's West Coast																
Radio-Women 35-64 (TRPs)				74	73	65	63	63								
The Henry Ford																
Radio-Adults 25-54 (TRPs)								101	101	101	100	100				

FLINT	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Women 35-64 (TRPs)				138	162	101	100	100	101							
Radio-Women 35-64 (TRPs)				29	29	27	27	26	26							
Total-Women 35-64				167	191	128	127	126	127							
OoH-Bulletins				10				10								
Michigan's Adventure																
Radio-Women 25-54 (TRPs)				117	189	198	198	199	144	143	143	141	135			
Michigan's West Coast																
Radio-Women 35-64 (TRPs)				115	111	128	122	116	112							
The Henry Ford																
Radio-Adults 25-54 (TRPs)								100	99	100	99	100				
The Soo																
Radio-Women 35-64 (TRPs)				81	81	76	76	76								

SAGINAW	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Michigan's Adventure																
Radio-Women 25-54 (TRPs)				160	180	213	214	214	213	212	211	209	206			

TRAVERSE CITY	April			May			June				July					TOTAL TRPs/#
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Women 35-64 (TRPs)				132	142	86	114	94	91							
Radio-Women 35-64 (TRPs)				87	87	65	65	69	65							
Total-Women 35-64				219	229	151	179	163	156							
Michigan's Adventure																
Radio-Women 25-54 (TRPs)				86	86	111	111	112	112	112	114	114	114			
Michigan's West Coast																
Radio-Women 35-64 (TRPs)				93	93	71	71	71	111							
The Henry Ford																
Radio-Adults 25-54 (TRPs)								115	116	116	116	116				
The Soo																
Radio-Women 35-64 (TRPs)				46	71	64	64	59								