

Warm Weather 2007 Outstate Markets

CHICAGO	April	May				June				July					TOTAL TRPs/#	
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Adults 25-54 (TRPs)		110	92	99	100	75	75	75	75							701
Radio-Adults 25-54 (TRPs)		125	125	80	80	62	62	62	62							658
Radio-Hispanic A 25-54 (TRPs)		85	85	85	85	75	75	75	75							640
Total-Adults 25-54		320	302	264	265	212	212	212	212							1,999
TV-Women 35-64 (TRPs)		101	101	102	100	75	73	73	76							701
Radio-Women 35-64 (TRPs)		126	126	101	101	75	75	75	75							754
Total-Women 35-64		227	227	203	201	150	148	148	151							1,455
OoH-Bulletins		16				13										29
OoH-Wallscapes						5				3		1				9
OoH-Buses		2				2										4
Chicago Tribune Magazine-S4CB					1			1								2
Tribune Sunday Travel -1/2 P4C			1			1	1		1							4
Harbor Country																
Radio-Adults 25-54 (TRPs)						75	75	75								225
Beachtowns																
Radio-Women 35-64 (TRPs)						60	60	49								169

MILWAUKEE	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)		151	150	126	125	76	75	75	75							853
Radio-Women 35-64 (TRPs)		252	252	201	201	150	150	102	102							1,410
Total-Women 35-64		403	402	327	326	226	225	177	177							2,263
OoH-Bulletins		16				16										32
Journal Sentinel-1/2 P4C				1	1	1	1	1	1			1				7

INDIANAPOLIS	April	May				June				July					TOTAL TRPs/#	
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Adults 25-54 (TRPs)		155	150	125	123	75	76	73	76							853
Radio-Adults 25-54 (TRPs)		250	250	200	200	150	150	100	100							1,400
Total-Adults 25-54		405	400	325	323	225	226	173	176							2,253
OoH-Bulletins		13				12										25
Indianapolis Star-1/2 P4C					1	1		1						1		4

CLEVELAND	April	May				June				July					TOTAL TRPs/#	
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Adults 25-54 (TRPs)		150	150	125	125	75	75	75	75							850
Radio-Adults 25-54 (TRPs)		250	250	200	200	150	150	100	100							1,400
Total-Adults 25-54		400	400	325	325	225	225	175	175							2,250
OoH-Bulletins		13				13										26
Cleveland Plain-Dealer-1/2 P4C					1	1	1	1								4
Akron Beacon Journal-1/2 P4C					1	1	1	1								4
Detroit																
TV-Adults 25-54 (TRPs)				62	114	83	62	68	TBD	TBD						389
Radio-Adults 25-54 (TRPs)				100	101	100	76	85	89	88						639
Total-Adults 25-54				162	215	183	138	153	TBD	TBD						851
Internet-Banners (IMPs)				120	120	115	115	110	110	110						800

SOUTHERN ONTARIO	April	May				June				July					TOTAL TRPs/#	
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Adults 25-54 (TRPs)		150	150	150	125	75	75	100	150							975
Radio-Adults 25-54 (TRPs)		250	250	200	200	0	0	200	250							1,350
Total-Adults 25-54		400	400	350	325	75	75	300	400							2,325
OoH-Bulletins			30				30									60
Multiple Newspapers-1/2 P4C		1	2		1		1		2							7
Saginaw Valley																
TV-Adults 25-54 (TRPs)			75	75	50	20	20	35	75							350
Radio-Adults 25-54 (TRPs)			100	100	55	40	40	50	100							485
Total-Adults 25-54			175	175	105	60	60	85	175							835

CINCINNATI	April	May				June				July					TOTAL TRPs/#	
	30	7	14	21	28	4	11	18	25	2	9	16	23	30		
Travel Michigan																
TV-Adults 25-54 (TRPs)		153	146	127	119	77	76	75	75							848
Radio-Adults 25-54 (TRPs)		250	250	198	198	152	148	101	100							1,397
Total-Adults 25-54		403	396	325	317	229	224	176	175							2,245
OoH-Bulletins		5				6										11
OoH-Buses		2				2				2						6
Cincinnati Enquirer-Post-1/2 P4C					1	1		1						1		4