

Travel Michigan Fall 2008 All Markets

CHICAGO	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
TV-Adults 25-54	100	100	100	100	100				500
Radio-Adults 25-54	200	200	200	200	200				1000
OoH-Bulletins	7								7
Beachtowns									
Radio-Adults 25-54				75	75				150
Harbor Country									
Radio-Adults 25-54	76	76							152

DETROIT	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
TV-Adults 25-54	100	100	100	100					400
Radio-Adults 25-54	200	200	200	200					800

GRAND RAPIDS	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
TV-Adults 25-54	100	100	100	100					400
Radio-Adults 25-54	200	200	200	200					800

LANSING	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
TV-Adults 25-54	100	100	100	100					400
Radio-Adults 25-54	200	200	200	200					800

FLINT	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
TV-Adults 25-54	100	100	100	100					400
Radio-Adults 25-54	200	200	200	200					800

TRAVERSE CITY	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	

TOLEDO, OH	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
Radio-Adults 25-54	200	200	200	200	200				1000

SOUTH BEND, IN	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
Radio-Adults 25-54	200	200	200	200	200				1000

GREEN BAY, WI	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
The Soo									
Radio-Women 25-54	210	210	210	210	205	200	200		1445

FORT WAYNE, IN	September				October				TOTAL TRP's
	1	8	15	22	29	6	13	20	
Travel Michigan									
Radio-Adults 25-54	200	200	200	200	200				1000