Travel Michigan
Warm Weather 2008
In-State Markets

	March					April				May				June					July				August					TOTAL
DETROIT	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	**TRP's**
Travel Michigan																												
TV-Women 25-54												150	150	150	0	0	0	0	0									**450**
Radio-Women 25-54															200	200	200	200	200									**1000**
OoH-Bulletins-Detroit												12				12												**24**
OoH-Bulletins-I-75 to Flint												4				4												**8**
Downtown GR																												
Radio-Adults 25-54															100	100	100	100	100	100								**600**
Beachtowns																												
Radio-Adults 25-54															75	75												**150**

	March					April				May				June					July				August					TOTAL
GRAND RAPIDS	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	**TRP's**
Travel Michigan																												
TV-Women 25-54												150	150	150	0	0	0	0	0									**450**
Radio-Women 25-54															200	200	200	200	200									**1000**
OoH-Bulletins-Grand Rapids												12				12												**24**
OoH-Bulletins-I 96												4				4												**8**
The Henry Ford																												
Radio-Adults 25-54															100	100	100	100	100									**500**
Flint-Genesee																												
Radio-Women 25-54															110	110	105	105	105	105								**640**
OoH-Bulletins															4													**4**

	March					April				May				June					July				August					TOTAL
LANSING	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	**TRP's**
Travel Michigan																												
TV-Women 25-54												150	150	150	0	0	0	0	0									**450**
Radio-Women 25-54															200	200	200	200	200									**1000**
OoH-Bulletins												12				12												**24**
Downtown GR																												
Radio-Adults 25-54															100	100	100	100	100	100								**600**
The Henry Ford																												
Radio-Adults 25-54															100	100	100	100	100									**500**

	March					April				May				June					July				August					TOTAL
FLINT	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	**TRP's**
Travel Michigan																												
TV-Women 25-54												150	150	150	0	0	0	0	0									**450**
Radio-Women 25-54															200	200	200	200	200									**1000**
OoH-Bulletins												12				12												**24**
Downtown GR																												
Radio-Adults 25-54															100	100	100	100	100	100								**600**
The Henry Ford																												
Radio-Adults 25-54															100	100	100	100	100									**500**

	March					April				May				June					July				August					TOTAL
TRAVERSE CITY	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	**TRP's**
Travel Michigan																												
TV-Women 25-54												150	150	150	0	0	0	0	0									**450**
Radio-Women 25-54															200	200	200	200	200									**1000**
Downtown GR																												
Radio-Adults 25-54			100	100	100	100	100								100	100	100	100	100	100								**1100**
The Henry Ford																												
Radio-Adults 25-54															100	100	100	100										**400**
Flint-Genesee																												
Radio-Women 25-54															150	150	150	150	145	145	145	145	145					**1325**