

Travel Michigan Warm Weather 2008 Out-State Markets

CHICAGO, IL	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											
Chicago Tribune-1/4 P4C				1																							
Beachtowns																											
Radio-Adults 25-54																											
Harbor Country																											
Radio-Adults 25-54																											
Traverse City																											
Radio-Adults 25-54																											

MILWAUKEE, WI	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Women 25-54																											
Radio-Women 25-54																											
OoH-Bulletins																											

INDIANAPOLIS, IN	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											

CLEVELAND, OH	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											
Ann Arbor																											
Radio-Women 25-54																											
Detroit																											
TV-Adults 25-54																											

SOUTHERN ONTARIO, CANADA	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											
Saginaw Valley																											
TV-Adults 25-54																											
Radio-Adults 25-54																											

CINCINNATI, OH	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins-In Market																											
OoH-Bulletins-1-75 (MI-CI)																											

COLUMBUS, OH	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											

DAYTON, OH	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											

ST. LOUIS, MO	April				May				June					July				August					TOTAL TRP's				
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Travel Michigan																											
TV-Adults 25-54																											
Radio-Adults 25-54																											
OoH-Bulletins																											