Travel Michigan
Warm Weather 2008
Feeder Markets

TOLEDO, OH	April				May				June					July				August					TOTAL
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	TRP's
The Soo																							
Radio-Women 25-54							210	210	210	210	205	200	200										**1445**
Flint-Genesee																							
Radio-Women 25-54							125	125	125	125	100	100	100	100	100	100							**1100**
OoH-Bulletins							4				4												**8**
Lansing CVB																							
Radio-Women 25-54							135	135	135	134	130	130	130	125	125	125	125	125					**1554**
North Coast																							
Radio-Adults 25-54							105	105	105	105	105	105	105	100									**835**

SOUTH BEND, IN	April				May				June					July				August					TOTAL
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	TRP's
HC Wineries																							
Radio-Adults 25-54	175	175	175	175	150	140	119	100	100														**1309**
Flint-Genesee																							
Radio-Women 25-54							115	115	115	115	115	115	115	115	115	103							**1138**
OoH-Bulletins							4				4												**8**
Downtown GR																							
Radio-Adults 25-54							150	150	150	150	140	140	140	140	140	135	135						**1570**

GREEN BAY, WI	April				May				June					July				August					TOTAL
	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																							
Radio-Women 25-54							150	150	150	150	150												**750**

FORT WAYNE, IN	April				May				June					July				August					TOTAL
	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	TRP's
Heritage Trails																							
Radio-Adults 25-54							125	125	125	125	110	110	110	105	100								**1035**
OoH-Bulletins							4				4												**8**
North Coast																							
Radio-Adults 25-54							105	105	105	105	105	105	105	100									**835**