

Travel Michigan Fall 2009 All Markets

CHICAGO	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							151	150	151	150														602
Radio-Women 25-54							200	200	200	200														800
Chicago Newspaper				1		2			1															4
OoH-Bulletins						15																		15
OoH-DD Buses						6							2											8
Beachtowns																								
Radio-Women 25-54							90	90																180

1,609

DETROIT	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							0	0	0	0														0
Radio-Women 25-54							200	200	200	200														800
Magazine						2																		2
OoH-Bulletins						17																		17
Grand Rapids Downtown																								
Radio-Women 25-54							100	75	75															250

1,069

GRAND RAPIDS	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							0	0	0	0														0
Radio-Women 25-54							99	46	0	0														145
OoH-Bulletins						10																		10
North Coast																								
Radio-Women 25-54								50	125	125	115	100											515	
Great Waters																								
Radio-Women 25-54						161	159	119	122	122	124												807	

1,477

LANSING	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							0	0	0	0														0
Radio-Women 25-54							200	150	75	75														500
OoH-Bulletins						5																		5
Grand Rapids Downtown																								
Radio-Women 25-54							100	75	75															250
North Coast																								
Radio-Women 25-54								50	125	125	115	100											515	

1,270

FLINT	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							0	0	0	0														0
Radio-Women 25-54							200	150	75	75														500
OoH-Bulletins						5																		5
Grand Rapids Downtown																								
Radio-Women 25-54							100	75	75															250
North Coast																								
Radio-Women 25-54								50	125	125	100	100											500	

1,255

TRAVERSE CITY	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Grand Rapids Downtown																								
Radio-Women 25-54							100	75	75															250

250

TOLEDO, OH	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							199	198	205	201	202													1,005
Radio-Women 25-54							0	0	0	0	0												0	
OoH-Bulletins						5																		5

1,010

SOUTH BEND, IN	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							203	202	198	207	201													1,011
Radio-Women 25-54							0	0	0	0	0												0	
OoH-Bulletins						5																		5
Grand Rapids Downtown																								
Radio-Women 25-54							150	125	125	125	125	125	125	125	125	125	125						1,150	

2,166

GREEN BAY, WI	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							254	241	258	254														1,007
Radio-Women 25-54							0	0	0	0														0
OoH-Bulletins						5																		5
Great Waters																								
Radio-Women 25-54						175	150	157	150	150	150												932	

1,944

FORT WAYNE, IN	August					September					October					November					TOTAL TRP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
TV-Women 25-54							202	201	203	203	201													1,010
Radio-Women 25-54							0	0	0	0	0												0	
OoH-Bulletins						5																		5

1,015

DIGITAL BUY	August					September					October					November					TOTAL IMP's			
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23						
Travel Michigan																								
A18+ Impressions (000)							1655	1655	1655	1655														6,620
(Geo-Targeted to Fall Markets)																								
Trip Advisor, Expedia, Orbitz, Away																								
Cheap Tickets, Frommer's, VideoEgg																								
Yahoo! Travel, Travel Ad Network																								

6,620