Travel Michigan
Pure Michigan Advertising
Warm Weather 2010

	2Q 2010																	3Q 2010																
	MARCH				APRIL				MAY					JUNE				JULY				AUGUST					SEPTEMBER						TRPs/GI/
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	Spots
2010-Warm Weather																																
Memorial Day-Mon, 5/31																																
Independence Day-Su,7/4,Mo7/5																																
Labor Day-Mon, 9/6																																
National Cable*																																
WW 2010 Cable TOTAL																																
Women 25-54 TRPS-GRAND TOTAL										**100**	**100**	**75**	**50**	**50**	**50**	**50**	**50**	**50**														**575**
Reach/Avg Freq/3+ Eff Reach																																
575 TRPs: 65%/9x/48%																																
PRINT																																
Chicago Tribue									P4C				P4C																			
Chicago Sun-Times							P4C																									
Booth/Parade Summer Guide												P4C																				
Midwest Living			P4C								P4C																			P4C		
CAA/Crosssing										P4C																						
Out-State Mkts-2010																																
Established/New Markets									150	150	150	150	150	150	150	150	150	150														1500
Television **(S Ontario only)**									75	75	75	75	75	75	75	75	75	75														750
Radio									75	75	75	75	75	75	75	75	75	75														750
Out-of-Home					10				10					10																		30
Feeder Mkts-2010																																
Markets									25	25	25	25	25	25	25	25	25	25														250
Television									0	0	0	0	0	0	0	0	0	0														0
Radio									25	25	25	25	25	25	25	25	25	25														250
Out-of-Home					8				8					8																		24
Michigan Mkts-2010																																
Markets										0	0	0	0	0	0	0	0	0														0
Television										0	0	0	0	0	0	0	0	0														0
Radio**										0	0	0	0	0	0	0	0	0														0
Out-of-Home														0					0													0
** WJR, Big Show sponsorships																																

*Cable Networks: A&E, Bravo, CNBC, CNN, Cooking Ch, E!, Food Network, Fox News, Golf Ch, Headline News, HGTV, Lifetime Movies, MSNBC, Nick at Night, Style, Travel Ch, WE