

**Travel Michigan
2011 Media Flowchart**

Travel Michigan - 2011 Flowchart	1Q 2011				2Q 2011								3Q 2011								4Q 2011				TOTAL												
	March				April				May				June				July				August					September				October							
	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8		15	22	29	5	12	19	26	3	10	17	24	
National Advertising																																					
Cable Television W25-54 TRPs			117	117	85		85	60	60		60	35			35	35	35	25																			749
- The Henry Ford Partner							25	25			25	25																									100
- Mackinac Island Partner												25			25	25	25	25																			100
- Traverse City Partner															25	25	25	25																			100
Digital Display Impressions																																					33,333,333
Regional Advertising																																					
Out-of-State Markets																																					
Television W25-54 TRPs									100	100	75		100	100	75		75	75							150	150	150	150									1,300
Radio W25-54 TRPs									100	100	100		100	100	100		100	100							200	200	200	200									1,600
Out-of-Home Bulletins									15					15											15												45
Feeder Markets																																					
Television W25-54 TRPs									100	100	75		100	100	75		75	75							150	150	150	150									1,300
Radio W25-54 TRPs									25	25	25		25	25	25		25	25							150	150	150	150									800
Out-of-Home Bulletins										10				10											10												30
In-State Markets																																					
Television W25-54 TRPs																													150	150	150	150					600
Radio W25-54 TRPs									25	25	25		25	25	25		25	25							150	150	150	150									800
Out-of-Home Bulletins										10				10											10												30
	March				April				May				June				July				August				September				October								

Markets:

- Spring/Summer Out-of-State: Chicago, Cincinnati, Cleveland, Indianapolis, Milwaukee, Southern Ontario, Columbus, Dayton, & St. Louis
- Spring/Summer Feeder: Fort Wayne, Green Bay, South Bend, & Toledo
- Spring/Summer In-State: Detroit, Flint, Grand Rapids, Lansing, & Traverse City
- Fall Campaign: Chicago, Cincinnati, Cleveland, Indianapolis, Columbus, Dayton, Fort Wayne, Green Bay, South Bend, Toledo, Detroit, Flint, Grand Rapids, Lansing, & Traverse City