Travel Michigan Partners
2011 Media Flowchart

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Alpena Warm Weather																																
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)										50			50																			100
Kalamazoo, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)										50			50																			100
Battle Creek, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)										50			50																			100
Lansing, MI																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)										50			50																			100
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Ann Arbor Warm Weather																																
Cleveland, OH																																
TV-Women 25-54							75	75	75	75	75	75	75	75	75																	675
Radio-Women 25-54							65	65	65	65	50	50	50	50	50																	510
Indianapolis, IN																																
TV-Women 25-54							75	75	75	75	75	75	75	75	75																	675
Radio-Women 25-54							65	65	65	65	50	50	50	50	50																	510
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Arts Council Warm Weather																																
Toledo, OH																																
Radio-Women 25-54					50	50	50	50	50	50	50	50	50	50	50	50	50	50														700
Fort Wayne, IN																																
Radio-Women 25-54					50	50	50	50	50	50	50	50	50	50	50	50	50	50														700
South Bend, IN																																
Radio-Women 25-54					50	50	50	50	50	50	50	50	50	50	50	50	50	50														700
Arts Council Fall																																
Toledo, OH																																
Radio-Women 25-54																							50	50	50	50						200
Fort Wayne, IN																																
Radio-Women 25-54																							50	50	50	50						200
South Bend, IN																																
Radio-Women 25-54																							50	50	50	50						200
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Beachtowns Warm Weather																																
Chicago, IL																																
Radio-Women 25-54							55		55		52																					162
Digital-Women 25-54									100	100	100	100	100	100																		600
Indianapolis, IN																																
Radio-Women 25-54							55	50	50		55	50	50																			310
Digital-Women 25-54									100	100	100	100	100	100	100																	700
Beachtowns Fall																																
Chicago, IL																																
Radio-Women 25-54																									55			55				110
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Blue Water Area Warm Weather																																
Fort Wayne, IN																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)									50	50	50	50	50	50																		300
South Bend, IN																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)									50	50	50	50	50	50																		300
Toledo, MI																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)									50	50	50	50	50	50																		300
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50	50	50																		300
Digital-Impressions (000)									50	50	50	50	50	50																		300
Lansing, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
	April				May					June				July					August				September				October					

Travel Michigan Partners
2011 Media Flowchart

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Coldwater Warm Weather																																
Lansing, MI																																
Radio-Women 25-54								50	50	50	50	50	50	50	50																	400
Digital-Impressions (000)									50	50	50	50	50	50	50	50																400
Grand Rapids, MI																																
Radio-Women 25-54								50	50	50	50	50	50	50																		350
Digital-Impressions (000)									50	50	50	50	50	50	50																	350
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Detroit Warm Weather																																
Cincinnati, OH																																
TV-Women 25-54							100	100	100	100	100	75																				575
Radio-Women 25-54							100	100	100	100	100	75																				575
Cleveland, OH																																
TV-Women 25-54							100	100	100	100	100	75																				575
Radio-Women 25-54							100	100	100	100	100	75																				575
Columbus, OH																																
TV-Women 25-54							100	100	100	100	100	75																				575
Radio-Women 25-54							100	100	100	100	100	75																				575
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Flint Warm Weather																																
Grand Rapids, MI																																
Radio-Women 25-54											50	50	50			50	50	50														300
Digital-Impressions (000)												50	50	50	50	50	50															300
Kalamazoo, MI																																
Radio-Women 25-54											50	50	50			50	50	50														300
Digital-Impressions (000)												50	50	50	50	50	50															300
Battle Creek, MI																																
Radio-Women 25-54											50	50	50			50	50															250
Digital-Impressions (000)												50	50	50	50	50																250
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Frankenmuth Warm Weather																																
Southern Ontario																																
Radio-Women 25-54									50	50		50	50	50		50	50	50	50													450
Digital-Impressions (000)										50	50		50		50		50	50	50													350
Detroit, MI																																
Radio-Women 25-54									50	50		50	50	50		50	50	50														400
Digital-Impressions (000)										50	50		50		50		50	50														300
Toledo, OH																																
Radio-Women 25-54									50	50		50	50	50		50	50	50	50													450
Digital-Impressions (000)										50	50		50		50		50	50	50													350
Grand Rapids																																
Radio-Women 25-54									50	50		50	50	50		50	50	50	50													450
Digital-Impressions (000)										50	50		50		50		50	50	50													350
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Grand Rapids Warm Weather																																
Chicago, IL																																
TV-Women 25-54																								75	75	50						200
Radio-Women 25-54																								50	50	50						150
South Bend, IN																																
TV-Women 25-54						75	75		75	50																						275
Radio-Women 25-54						50	50		50	50																						200
Toledo, OH																																
TV-Women 25-54						75	75		75	50														75	75	75	50					550
Radio-Women 25-54						50	50		50	50														50	50	50	50					400
Detroit, MI																																
TV-Women 25-54						75	75		75															75	75	50						425
Radio-Women 25-54						50	50		50															50	50	50						300
Traverse City, MI																																
TV-Women 25-54						75	75		75	50														75	75	75	50					550
Radio-Women 25-54						50	50		50	50														50	50	50	50					400
	April				May					June				July					August				September				October				

Travel Michigan Partners
2011 Media Flowchart

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Great Lakes Bay Region Warm Weather																																
Southern Ontario																																
Radio-Women 25-54							75	75	65	50	50	50	50	50	50	50																565
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50														500
Toledo, OH																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50																	450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
Fort Wayne, IN																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50																	450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
South Bend, IN																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50																	450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Great Waters Warm Weather																																
Traverse City, MI																																
Radio-Women 25-54									50	50	50	50				50	50	50	50													400
Flint, MI																																
Radio-Women 25-54									50	50	50	50				50	50	50	50	50												450
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50				50	50	50	50	50												450
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Kalamazoo Warm Weather																																
Fort Wayne, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50													600
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50	50	50												600
South Bend, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50													600
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50	50	50												600
Toledo, OH																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50														550
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50														550
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Lansing Warm Weather																																
South Bend, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50	50	50											700
Fort Wayne, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50	50	50											700
Toledo, OH																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50	50												650
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Ludington Warm Weather																																
Lansing, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
Flint, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
Saginaw, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
Battle Creek, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
	April				May					June				July					August				September				October				

Travel Michigan Partners
2011 Media Flowchart

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Mackinaw City Warm Weather																																
Toledo, OH																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50	50	50	50	50													650
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50	50	50	50											650
South Bend, IN																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50	50	50	50														600
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50	50	50												600
Fort Wayne, IN																																
Radio-Women 25-54							50	50	50	50	50	50	50	50	50	50	50	50														600
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50	50	50	50												600
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Mecosta (Big Rapids) Warm Weather																																
Fort Wayne, IN																																
Radio-Women 25-54									50	50		50	50	50	50																	300
Digital-Impressions (000)									50	50		50	50	50																		250
South Bend, IN																																
Radio-Women 25-54									50	50		50	50	50	50																	300
Digital-Impressions (000)									50	50		50	50	50																		250
Toledo, OH																																
Radio-Women 25-54									50	50		50	50	50	50																	300
Digital-Impressions (000)									50	50		50	50	50																		250
Lansing, MI																																
Radio-Women 25-54									50	50		50	50	50	50																	300
Digital-Impressions (000)									50	50		50	50	50																		250
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Monroe Warm Weather																																
Flint, MI																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50	50												650
South Bend, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50	50												650
Fort Wayne, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50	50	50	50													600
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Muskegon Warm Weather																																
Toledo, OH																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50																450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
Fort Wayne, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50																	400
Digital-Impressions (000)									50	50	50	50	50	50	50	50																400
South Bend, IN																																
Radio-Women 25-54								50	50	50	50	50	50	50	50	50																450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
	April				May					June				July					August				September				October				

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Silver Lake Sand Dunes Warm Weather																																
Kalamazoo, MI																																
Radio-Women 25-54								50	50	50	50	50	50																			300
Digital-Impressions (000)									50		50																					100
Grand Rapids, MI																																
Radio-Women 25-54								50	50	50	50	50																				250
Digital-Impressions (000)									50		50																					100
Lansing, MI																																
Radio-Women 25-54								50	50	50	50	50																				250
Digital-Impressions (000)									50		50																					100
Flint, MI																																
Radio-Women 25-54								50	50	50	50	50	50																			300
Digital-Impressions (000)									50		50																					100
	April				May					June				July					August				September				October				

Travel Michigan Partners
2011 Media Flowchart

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Sunrise Coast Warm Weather																																
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50	50	50	50	50	50	50	50	50	50	50										700
Lansing, MI																																
Radio-Women 25-54									50	50	50	50	50	50	50	50	50	50	50	50	50	50										700
Sunrise Coast Fall																																
Grand Rapids, MI																																
Radio-Women 25-54																							50	50	50	50	50	50	50			350
Digital-Impressions (000)																							50	50	50	50	50	50	50			350
Lansing, MI																																
Radio-Women 25-54																							50	50	50	50	50	50	50			350
Digital-Impressions (000)																							50	50	50	50	50	50	50			350
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
The Soo Warm Weather																																
Traverse City, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Battle Creek, MI																																
Radio-Women 25-54									50	50	50	50																				200
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50																				200
Kalamazoo, MI																																
Radio-Women 25-54									50	50	50	50																				200
Lansing, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Flint, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Saginaw-Bay City, MI																																
Radio-Women 25-54									50	50	50	50																				200
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Traverse City Warm Weather																																
Chicago, IL																																
Radio-Women 25-54									75	55		50		50		50																280
	April				May					June				July					August				September				October					

	2Q 2011													3Q 2011												4Q 2011					TOTAL
	April				May					June				July					August				September				October					
	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	
Western UP Warm Weather																																
Green Bay, WI																																
Radio-Women 25-54									50	50	50	50	50	50	50	50	50															450
Digital-Impressions (000)									50	50	50	50	50	50	50	50	50															450
Grand Rapids, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
Flint, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
Traverse City, MI																																
Radio-Women 25-54									50	50	50	50	50																			250
Digital-Impressions (000)									50	50	50	50	50																			250
	April				May					June				July					August				September				October					