CTTC 2008/2009 Domestic Media Plan

Description		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	A25-54 TRPs	08-09 Client $$
		30 7 14 21	28 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16	23 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22		
			Olympics / Dem / Rep	Fall Premieres		Sweeps			Sweeps			Sweeps			
TELEVISION															
National Cable (:30)	National			70 60	70 60	70 60			55 55	55 55 55	60	60 60		845	$11,954,580
(see networks listed below)				"Work" (50%)					"Work" (75%)						
				"Ambitious" (25%)					"You'll Be Back" (25%)						
				"You'll Be Back" (25%)											
Spot TV (:20/:10)															
Southwest Airlines	Chicago, Houston, San Antonio, Dallas, Denver, Phoenix					"Ambitious" (100%)									$232,351
									"Work" (100%)						$341,491
Primary Domestic Markets	Seattle, Portland, Denver, Salt Lake City, Phoenix, Las Vegas			100% Prime										240	$701,107
				60 60 60 60											
				"Work"											
MAGAZINE															
CA Insider: CMG Fall Co-op	Western Region			On-sale mid-Sept	Travel & Leisure Nat'l Geo Traveler	Food & Wine									$227,829
CA Insider	Western Region														$814,882
Backpacker						2-p insert (A)									
Budget Travel						2-p insert (B)					2-p insert	2-p insert			
Conde Nast Traveler						2-p insert (B)					2-p insert				
Food & Wine											2-p insert	2-p insert			
Golf Digest						2-p insert (A)									
Runner's World						2-p insert (A)									
Smithsonian						2-p insert (C)					2-p insert	2-p insert			
Travel & Leisure											2-p insert	2-p insert			
Gourmet											2-p insert				
					On-sale mid-Oct					On-sale mid-Mar					
CA Wine & Food: Spring Co-op	Western Region								On-sale mid-Feb	Gourmet, Conde Nast Traveler					$150,101
ONLINE							SEM & Display advertising								$1,200,000
													GRAND TOTAL		$15,622,341

National cable networks: *A&E, Comedy, Discovery, E!, ESPN, ESPN2, Fine Living, Food, Fuel, F/X, HGTV, Lifetime, Planet Green, Spike, TBS, TLC, TNT, Travel, USA*