

Corporate Stay-at-Home Advertising Campaign															JULY	AUG	SEPT
	APRIL					MAY				JUNE							
	29	5	12	19	26	3	10	17	24	31	7	14	21	28			
CITYLITES SKYWAY ADS																	
Paid Targeting Convention Center																	
Bonus Downtown Targeting																	
Production																	
RADIO																	
KFAN-AM																	
KNOW-AM (MPR)																	
KSTP-AM																	
KTLK-FM (K-Talk)																	
WCCO-AM																	
WWTC-AM (The Patriot)																	
PRINT/ON-LINE																	
MPI's One + Magazine						1/3				1/3							
MPI On-Line or e-Newsletter						Banner											
MPI Added Value										Banner							
Twin Cities Business Monthly						3/8				3/8					1/8	3/8	1/8
TC Biz e-Newsletter to Meeting Planners										e-News						& Nov	
TC Biz e-Newsletter to subscribers						e-News	e-News			e-News	e-News						
TCB web = tcbmag.com						4 Banners											
Mpls/St. Paul Business Journal				3/8			3/8										
MSP Biz Jnl Banner ad			Banner														
MN Meetings & Events						1/3									1/3		> Oct
MN Meetings & Events - Conv insert						1/3											
Finance & Commerce				3/8			3/8										
Fin. & Comm. email blast				e-Blast			e-Blast			e-Blast							
Mpls Star Tribune			15			15											
Meetings MN															1/3		

CEO/general focus
 Meeting planner focus
 MCC buy

SKYWAY ADVERTISING 3.5 million impressions

\$7,199.85 Total value: \$19,700

RADIO Reach: 18.5%

\$14,510 Frequency: 4.3x

Total spots: 142

PRINT / ONLINE

\$39,288.94

TOTAL: \$59,998.78 Corporate buy only, MCC ad costs not included