

## Sample Media Calendar: Jan - June

Monday-Sunday	January				February				March				April					May				June					Total Weeks	Total GRPs/Ins
	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25						
<b>Spot TV (Includes Cable TV)</b> A18-49																												
City 1 (Tier 1 market)	200 200 200				270 265 265				200 200				275 200 200					200 200 200				200 200 200 200					18	3200
City 2 (Tier 2 market)	150 150 150				200 200 200				150 150				200 150 150					150 150 150				150 150 150 150					18	2400
<b>Spot Radio</b> A18-49																												
Tier I	150 150 150 150				150				150 150 150				150 150 150 150 150					150 150 150 150				150 150 150 150 150					24	3600
Tier II	100 100 100 100				100				100 100 100				100 100 100 100 100					100 100 100 100				100 100 100 100 100					24	2400
<b>Newspapers</b>																												
Tier I																												
Sunday Insertion (70 inches)	1 1 1 1				1 1 1 1				1 1 1 1				1 1 1 1 1					1 1 1 1				1 1 1 1 1					26	26
Daily Insertion	2 2 2 2				2 2 2 2				2 2 2 2				2 2 2 2 2					2 2 2 2				2 2 2 2 2					26	52
Ad Size (inches):70																												
Tier II																												
Sunday Insertion (70 inches)	1 1 1 1				1 1 1 1				1 1 1 1				1 1 1 1 1					1 1 1 1				1 1 1 1 1					26	26
Daily Insertion	1 1 1 1				1 1 1 1				1 1 1 1				1 1 1 1 1					1 1 1 1				1 1 1 1 1					26	26
Ad Size (inches):70																												
Tier I																												
Suburban Newspapers	1				1				1				1					1				1					12	12
Weekly Insertion																												
Ad Size (inches): 70																												

■ Spot color  
■ Tier I market  
■ Tier II market

Sample only