



2011 Media Summary

PENNA
POWERS
BRIAN
HAYNES

\$251,328
Total Budget

Primary Demo: Adults 18+

Secondary: Women 18-34

(with children in the household qualifier)

Flights: April - June &

September - November

(see flowchart for exact dates)

English Television



568 Total Paid Spots

A18+ Reach = 95.5%, Frequency = 9.5
W18-34 Reach = 91.0%, Frequency = 6.9

\$119,769 Investment
\$176,570 Bonus Matching & Added Value

Spanish Television



149 Paid Spots & 219 Bonus Spots
368 Total Spots

\$12,000 Investment
\$15,000 Bonus Matching & Added Value

Salt Lake Metro Radio



677 Total Paid Spots

A18+ Reach = 59.8%, Frequency = 5.3
W18-34 Reach = 75.9%, Frequency = 5.3

\$50,000 Investment
\$66,855 Bonus Matching & Added Value

Rural Radio



Markets:
**Logan, Moab, Price,
St. George/Cedar City,
Vernal/Roosevelt**

976 Paid Spots & 976 Bonus Spots
1,952 Total Spots

\$20,000 Investment
\$20,000 Bonus Matching

Outdoor

5 Freeway Bulletins

(2 Salt Lake, 1 Utah County, 1 Ogden, 1 St. George)



\$38,059 Investment

\$75,000 Bonus Matching

Online



Mixpo Videomedia Solutions

300x250 In-Banner Video Ad Placements

7,970 Guaranteed Views

Sample sites (geo-targeted to Utah users): abcfamily.go.com, apartments.com, eonline.com, MSN Entertainment, people.com



Facebook

(geo-targeted to Adults 18+ in Utah)

2,950 Estimated Clicks



\$11,500 Investment

E-911 2011 Media Summary

Total Campaign Spend: \$251,328

Total Campaign Value: \$604,753

(\$353,425 in Bonus/Added Value)

Media Mix:

