PENNA POWERS BRIAN HAYNES

Emergency 911 2011 Media Plan

Primary Demo: Adults 18+
Secondary Demo: Women 18-34

EMERGENCY 911 HELP US HELP OUT

Week Commencing Monday	April				May					June				July					August				September				October					November				December				Delivery	Cost	Added-Value
	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	31	7	14	21	28	5	12	19			
Key Dates	APCO Conference																																									
Television (:30, :15 spots)																																										
English Stations				454.3 GRPs																						449.1 GRPs														903.4 GRPs	$119,769	$176,569
Matching Schedule										(13-week talent cycle)																						(13-week talent cycle)								Bonus GRPs		
Spanish Stations				75 Spots																						74 Spots														149 Spots	$12,000	$15,000
Matching Schedule										(13-week talent cycle)																						(13-week talent cycle)								219 Bonus Spots		
Radio (:60, :30 spots)																																										
Salt Lake Metro					159.3 GRPs																						159 GRPs													318.3 GRPs	$50,000	$66,855
Matching Schedule										(13-week talent cycle)																						(13-week talent cycle)								Bonus GRPs		
Rural Markets					489 Spots																						487 Spots													976 Spots	$20,000	$20,000
Matching Schedule							PSA's																																	976 Bonus Spots		
Outdoor (14 x 48 Bulletins)																																								Average DEC/Bulletin:		
2 Salt Lake, 1 Utah County & 1 Ogden														(possible additional bonus time)																					(possible additional bonus time)					91,900	$31,353	$65,000
1 St. George																			(possible additional bonus time)																					31,000	$6,706	$10,000
Online																																										
300x250 In-Banner Video Ad Placements																																								7,970 Guaranteed Views	$7,500	$0
Facebook Ads																																								2,950 Estimated Clicks	$4,000	$0
																																									$251,328	**$353,424**

Cash Schedule

Bonus Schedule