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2009 Media Flowchart/Central Texas Real Estate

MARKETING MATTERS

Broadcast Calendar Weeks start on Monday

MEDIA	January				February				March					April				May				June					July				August					September				October				November					December				
	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	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	TOTAL
Print																																																					
Austin Monthly Magazine																																																					
Urban Home Magazine																																																					
Austin Woman Magazine																																																					
Community Impact News.																																																					
Network TV																																																				
Early News/Late programming																																																					
KVUE ABC Daybreak-GMA														9			9			9		9	9		9			10		10	10		10			10																	104
FOX KTBC Early News+BB															11		11		11			11		11		11	11		11		11		11			11		11															132
FOX 9p late news +BB															3		3		3			3		3		3	3		3		3		3			3		3															36
KEYE CBS Early News																	4	4		4			4		4		4		4			4		4				4															40
KEYE CBS PM News																	3	3		3			3		3		3		3			3		3				3															30
KEYE Letterman																	2	2		2			2		2		2		2			2		2				2															20
KXAN To Be Determined																																																				
KVUE On Air Promos promoting Web promotion																																																				
7A News															5	5	5	5	2	2	2	2	5	5	5	5	5	5	5	5	2	2	2	2	5	5	5	5															
Mid Day News															2	2	2	2	5	5	5	5	2	2	2	2	2	2	2	2	5	5	5	5	2	2	2	2															
5p News																			5	5	5	5									5	5	5	5																			
6p News																							5	5	5	5																											
10P News															5	5	5	5									5	5	5	5					5	5	5	5															
Weekend																																																				
KVUE Sat. Daybreak7-9a														2			2			2		2	2		2			2		2	2		2			2																	22
KVUE Sun. Daybreak7-9a.														2			2			2		2	2		2			2		2	2		2			2																	22
FOX SundayMorning News															1		1		1			1		1		1	1		1		1		1			1		1															12
KEYE CBS SaturdayAM News																	2	2		2			2		2		2		2			2		2				2															20
KXAN To Be Determined																																																				0
																																																				0
Total Weekly TV Spots														13	27		51	23	27	36		40	36	27	36	27	38	26	38	26	41	23	41	23		41		38															**438**
Cable Programs																																																				
News 8															8		8		8		8			8		8		8		8		8		8			8																88
TVF-Food net															9		9		9		9			9		9		9		9		9		9			9																99
HGTV															9		9		9		9			9		9		9		9		9		9			9																99
Travel Channel															17		17		17		17			17		17		17		17		17		17			17																187
News 8 Weather & LakeForecast Sponsorship															15		15		15		15			15		15		15		15		15		15			15																165
BillBoards/logo Per Week															45		45		45		45			45		45		45		45		45		45			45																495
Total Cable															103		103		103		103			103		103		103		103		103		103			103																**1133**
Radio AM & PM Drive-Sat/Sun AD25-54 Combination 30's & 15's																																																				
KAMX 94.7 -															45		45		45		45		45		45			45	45			45		45				45															495
KASE 100.1															28	28		28		28			28		28			28		28		28	28				28																308
BOB FM 103.5															29		29			29		29			29		29	29		29		29		29		29			29														348
KKMJ 95.5																40	40		40	40				45		45			45		45	45			45		45																475
KLBJ 590																20		28				28			28		28			28			28	28																			216
KUT Public Radio																	11			11		11		11		11		11		11	11		11				11																110
KGSR																	21		21	21		21		21		21		21			21		21																				189
KJCE 1370 To Be Determined																																																				
Traffic Sponsorships TBD																																																				
Total Weekly Spots															102	88	146	56	106	129	45	89	73	77	130	77	57	134	90	96	77	147	88	102	45	29	84	45	29														**2141**
Web Google																																																				
Google Ad Words Monthly Reporting																																																				
Google/Yahoo/MSN/ASK																																																				
Banner Ads:																																																				
KXAN																																																				
KNVA CW																																																				
KTBC FOX																																																				
KVUE																																																				
Streaming Radio :30 10,000 impressions weekly																																																				
KAMX 25x's																																																				
KASE 25x's																																																				
KKMJ 25x's															STREAMING RADIO ADS ON-LINE LISTENING EVERY WEEK THROUGHOUT THE CAMPAIGN																																							
KLBJ 15x"s																																																				
BOBFM 15x's																																																				
Outdoor																																																				
8 Monthly Outdoor Posterboards																4	4			4	4			4	4			4	4			4	4			4	4																**48**
Locations rotate monthly- staggered posting for maximum coverage																																																				