2011 Media Flowchart - AustinHomeSearch.com

Broadcast Calendar Weeks start on Monday

MEDIA	March				April				May				June					July				August					September				October				November				December					TOTAL
	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	28	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
Print																																									
Chamber Relo Guide			Chamber Relo Guide Annual																																						
Urban Home Magazine	Urban Home Annual																																						
Austin Monthly Magazine					Austin Monthly May- Thru August																																				
Austin Relo Guide Guide			ARG Relo Guide Annual																																						
Austin Woman		Austin Woman April thru August																																						
PEEL -HOA's/zips				HOA Newsletter ads for ZIPS - 78730, 78738,78733, 78726																																						
Network TV/Cable :10																																								
SPOTS PER WEEK																																								
KVUE :10 rotation M-Su programming ,News & Good Morning America		23	23			23		23		23		23			23		23		23		23																			230
5a-3p, 4p-7p, 10:30p-12a, 6a-6p BB sponsor																																								
TWC - News8, HGTV			98	98	52	52	52	52	52	69	68	69	68	68	69	68	69	68	52	51	57	56																	1288
Inc's Promos-News8 & HGTV																																								
KXAN News,Today Show,Late News, Weekend & Sat, Night Live				17		17	17		17		17		17		17		17			17		17																		170
Univision TV- Hispanic, News, Prime nite news.BB Sat.-Sun. daytime			17	17			17		17		17		17		17		17																							136
																																						Total TV/Cable	1824
Total Weekly Spots		23	138	132	52	92	86	75	86	92	102	92	102	68	126	68	126	68	75	68	80	73																	
Radio SPOTS PER WEEK Drive Time & Weekends																																								
KAMX 94.7 /Streaming				31		31		31		31		31		31		31		31		31																				279
KLBJ News				24	24		36		36		36	36				36		36		36		36																		336
BOB FM 103.5/streaming						37		37			37		37		37		37			37		37																		296
KKMJ 95.5 :15 traffic				12			12		12		12	12	12			12	12			12																				108
KUT Public Radio				7	7		7	7			7		7		7		7		7		7																			70
Traffic Sponsor :15KASE, KVET, ZONE,KHFI		36	36	36		36		36		36	36		36	36				36		36																			396
KJCE 1370 News/Weekend REALTOR Shows 30's&15's/streaming							50		50			50	50			50	50																							400
KAZI Black Ethnic					20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20																			340
Total Weekly Spots		36	36	110	51	124	125	131	118	87	112	149	162	87	100	149	126	87	63	186	113	73																Total Radio	**2225**
Web Google																																								
Google Ads April - August			Ads Words April thru August																																					
Communtiy Impact on line banner ads					May Thru August Elite Sponsor all run of site plus specific Market Sponsor -Lake Travis, WestLake, Cedar Park, SW Austin																																					
KVUE Video Roll :10					Video Pre Roll KVUE.com																																				
NEWS 8 Banner Campaign					News 8 Leader Board and two rotating banners on site.																																				
Radio Streaming ads					Radio Streaming ads																																				
OutDoor																																								
OutDoor			5 rotating outdoor boards, two trivision boards rotation through out Austin																																					

Total TV/Cable Commerci	**1824**
Total Radio Commercials	**2225**
Total Outdoor boards	**25**