

	March					April				May					June				Total GRPs/	
	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22		
Holidays																				
Good Friday/Easter 4/10 & 12																				
Mother's Day 5/10																				
Memorial Day 5/25																				
Chicago																				
Spot TV												125	100		100	75	65		465	
Spot Cable												75	50		50	45			220	
Event Traffic Radio																				
Chicago Tribune																				
Sunday Newspaper																			8	
Bonus Ads - At Play Section												Th				Th			2	
Sunday Trib Magazine																			2	
Circ 898,703																				
Chicago Magazine																			1	
Circ 175,706																				
Journal Topics																			1	
Circ 76,000																				
Madison																				
Spot TV													125	100		100	75	65	465	
Spot Cable													75	50		50	45		220	
Event Radio																				
WI State Journal																			4	
Circ 141,200																				
Madison Magazine																			1	
Circ 19,800																				
Milwaukee																				
Spot TV													125	100		100	75	65	465	
Spot Cable													75	50		50	45		220	
Event Traffic Radio																				
Milwaukee Journal Sentinel																			8	
Circ 384,500																				
Minneapolis-St. Paul																				
Spot TV													125	100		100	75	65	465	
Spot Cable													75	50		50	45		220	
Event Traffic Radio																				
Minneapolis Star Tribune																			3	
Circ 534,700																				
St. Paul Pioneer Press																			3	
Circ 246,400																				
Speciality																				
Interactive Media																				
Search Engine Campaign																				
Midwest Living																				
Midwest Outdoors																				
Circulation 27,400																				
WI Broadcasters Assoc. TV																				
Wisconsin Newspaper Association																				
Waters & Woods																				
Sutton Golf TV																				
Big Top Chatauqua																				
Discover WI TV																				
Travel Channel Segments																				

■ Full Page 4C
 ■ Full Page B/W
 ■ 42" 4C
 ■ 6 col x 3" 4C
■ 42" B/W
■ 27" B/W