





FY 06.07

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
4	Updated: 5/2/07 Revises: 5/2/07														
5	<b>CAMPAIGN</b>	<b>Circulation</b>	<b>Detail</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>
121	<i>New York Cable</i>									4/2-4/8, 4/9-5/6, 5/7-5/13					
122	Traffic.com- Boston									4/9-5/31					
123	Traffic.com- Chicago									4/9-5/31					
124	Traffic.com- New York									4/9-5/31					
125	Golf Channel	35 spots	:30 spot						5-11 BKD						
126	Journeys VOD (NYC)														
127	Boston VOD														
128															
129	<b>TELEVISION TOTAL</b>														
130															
131	<b>OUTDOOR</b>														
132															
133	Indianapolis Billboard		14' x 48'												
134	NCM		:30 spot							4/6-5/31					
135															
136															
137															
138	<b>RADIO</b>														
139															
140	Andretti Radio														
141	Jacksonville								12-30						
142	WPLA		:60 spot												
143	WOKV		:60 spot												
144	WQIK		:60 spot												
145	WFYV		:60 spot												
146	Ft. Myers								19-31						
147	WARO		:60 spot												
148	WWCN		:60 spot												
149	WJBX		:60 spot												
150	WUSV		:60 spot												
151	Orlando								19-31						
152	WTKS		:60 spot												
153	WJRR		:60 spot												
154	WDBO		:60 spot												
155	WHTQ		:60 spot												
156															
157	<b>RADIO TOTAL</b>														
158															
159	<b>NEWSPAPER</b>														
160															
161	<b>Fall Newspaper</b>	<b>6</b>													
162	Orlando Sentinel	385,097	6col x 7", 4C	15,29	12										
163	Orlando Sentinel	385,097	6col x 7", BW	22	5										
164	Chicago Tribune	1,016,471	6col x 7", 4C	15,29	12										
165	Chicago Tribune	1,016,471	6col x 7", BW	22	5										
166	New York Times	1,667,003	6col x 7", BW	15,29	12										
167	<b>FALL NEWSPAPER TOTAL</b>														
168															
169	<b>Vertical Market</b>														
170	<i>African American</i>														
171	The Baltimore Afro American (Wkl)	13,100	1/2pg, 4C												
172	WDC Afro American (wkl)	12,800	(incl. in Ball)												
173	Amersterdam News - NY (Wkl)	28,000	1/2pg, 4C			25	1,8								
174	Philadelphia Tribune	224,000	1/2pg, 4C			26	2,9								
175	Chicago Defender	79,000	1/2pg, 4C			26	2,9								
176	<b>VERTICAL NEWSPAPER TOTAL</b>														
177															
178	<b>Spring Newspaper</b>	<b>6</b>	<b>Spring</b>												
179	NY Times	1,623,697	1/2 pg Hor. 4C VF Trav						25 BKD						
180	NY Times	1,623,697	6 col. X 7" BW Trav							15 BKD					

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5	<b>CAMPAIGN</b>	<b>Circulation</b>	<b>Detail</b>												
181	NY Times	1,623,697	3/5 pg 4C VF T Trav								20 BKD				
182	Boston Globe Magazine	587,292	3/5 pg 4C VF Coop						18 BKD						
183	Boston Globe	587,292	6col x 7" BW Travl							15 BKD					
184	Chicago Tribune	937,907	Full pg 4C VF Coop					25 BKD							
185	Chicago Tribune	937,907	6 col. X 7" BW Trav							15 BKD	6 BKD				
186	Orlando Sentinel	317,226	3 col. X 10.5" 4C VF							22 BKD					
187	Orlando Sentinel	317,226	6 col. X 7" BW Trav								6 BKD				
188	Indianapolis Star	382,659	5 col. X 11" 4C Trav M							15 BKD	6,27 BKD				
189	<b>SPRING NEWSPAPER TOTAL</b>														
190															
191	<b>Summer Newspaper</b>	<b>4</b>	<b>Summer</b>												
192	NY Times	1,667,003	Sunday Travel									1x	1x	1x	
193	Boston Globe	416,899	Sunday Travel									1x	1x	1x	
194	Columbus Dispatch		Sunday Travel									1x	1x	1x	
195	Orlando Sentinel	385,097	Sunday Travel									1x	1x	1x	
196	Chicago Tribune	1,016,471	Sunday Travel									1x	1x	1x	
197	Indianapolis Star	369,101	Sun/Thu/Fri									1x	1x	1x	
198	Detroit Free Press	705,148	Sunday Travel									1x	1x	1x	
199	Philadelphia Inquirer	769,257	Sunday Travel									1x	1x	1x	
200	Washington Post		Sunday Travel									1x	1x	1x	
201	<b>SUMMER NEWSPAPER TOTAL</b>	350,000													
202															
203	Down Towns & Small Towns	AMEX	1/2 pg + 1/2 pg advert												
204															
205	Grapefruit League	1000000	Sponsorship						BKD 14						
206	NY, Baltimore, Detroit, Boston, Philly & others														
207															
208	Visit FL Out of State Insert Fall	1,000,000	Full page, 4C												4
209															
210	Visit FL Out of State Insert Spring	1,000,000	Full page, 4C						15						
211															
212	Visit FL In State Insert Fall	1,200,000	Full page, 4C												1
213															
214	Visit FL Wall Street Journal	1,951,387	2 col x 7", 4C						13 BKD						
215															
216	Jet Blue- AMNY and Newsday		FP 4C in 8pg Insert												
217															
218	Tampa Tribune- Andretti		3 col x 10.5" BW						18,25						
219															
220	<b>NEWSPAPER TOTAL</b>														
221															
222	<b>CONSUMER MAGAZINES</b>														
223															
224	AAA East Penn	20,000	Full page, 4C						BKD						
225															
226	AARP Magazine	930,000	Full page, 4C						BKD						1
227	Age 60-69 (IL, MI, MN, MO, WI)		Great Lakes												
228	Essence	350,396	Full page, 4C						BKD 1			BKD			
229	S. Atlantic														
230	Film Florida Production Guide		Full page, 4C												
231															
232	Florida Map Guide	1,300,000	4 x 3						BOOKED						
233															
234	Florida Travel & Life	150,000	FP + 1/3, 4C						3 BOOKED						
235															
236	Florida Travel & Life	150,000	2pg Spread						5 BOOKED			7 BOOKED			
237			Book in 2006												
238	Florida Trend	57,000	Full pg + 1/3 pg 4C									BKD 3			
239															

Dec: FL Migs/Conf. Planner, May: Summer getaways & retreats











