California Travel & Tourism Commission
2009/2010 Media Flowchart - DOMESTIC

Preliminary Plan as of 3.25.09

Media	Geography	July 29	6	13	20	August 27	3	10	17	24	September 31	7	14	21	October 28	5	12	19	November 26	2	9	16	23	December 30	7	14	21	January 28	4	11	18	25	February 1	8	15	22	March 1	8	15	22	April 29	5	12	19	May 26	3	10	17	24	June 31	7	14	21	Client Cost
															Season Premieres				Sweeps														Sweeps/Winter Olympics														Sweeps								
NATIONAL TELEVISION																																																							
National Cable (:30s) (see considered networks below)	National																																																						
					Upfront Scheduled Activity										50	50		50		50		50												50		50		50		50		50		50		50	78%								
					Scatter Marketplace Activity										15	15		15		15		15												15		15		10		10		10		10		10	22%								
					TOTAL PURCHASED TRPS										65	65		65		65		65												65		65		60		60		60		60		60	755								**$10,869,897**
SPOT TELEVISION																																																							
Spot TV (:20/:10) Southwest Airlines	Markets TBD (est. Chicago, Houston, San Antonio, Dallas, Denver, Phoenix)																																																						
																																																							$232,765
																																																							$342,099
MAGAZINES																																																							
CMG Fall Co-op	Western Region																																																						**$456,470**
															Travel & Leisure				Food & Wine																								Outside										
															Budget Travel																												Budget Travel										
																Vancouver Sun																												Travel & Leisure										
Land of Plenty "Takeover" Unit	Full Circ. (National)														Sunset																								Sunset															**$796,328**
CA Insider	Western Region														Fall Insider 2-page Insert																								Spring Insider 2-page Insert															**$826,848**
	265,000														Food & Wine																								Food & Wine				Food & Wine										
	292,000																		Travel & Leisure																				Travel & Leisure															
	205,000														Outside				Outside																				Outside															
	317,000														Vanity Fair				Vanity Fair																				Vanity Fair				Vanity Fair										
	200,000																		Budget Travel																				Budget Travel															
	110,000														Wine Spectator				Wine Spectator																				Wine Spectator				Wine Spectator										
	315,000														Gourmet				Gourmet																				Gourmet															
																																																							GRAND TOTAL	**$13,524,407**

* Considered National Cable Networks: A&E, Bravo, Comedy Central, Discovery, ESPN, ESPN2, Fine Living, Fuel, Food Network, FX, HGTV, Lifetime, Spike, TBS, TNT, TLC, Travel, USA, Versus