MeringCarson + Sapient

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

As of 10.14.09

Media	Geography/Circ	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
									Winter Olympics					
NATIONAL TELEVISION					75% "Serious Biz"/25% "Ambitious"				75% "Serious Business"/25% "You'll Be Back"				Total TRPs	
National Specialty Cable (:30s)	National		Upfront Scheduled Activity		65 65 65 65	65 65			65 65 65	65 65 65	65 65	65 65	1,040	Fall $437,734 Spring $730,658
70% Prime														**$1,168,392**
					NATIONAL TELEVISION DELIVERY									
					85.5% Reach/12.2x Frequency - 69.5% Reach at 3+ Effective Frequency - 123,097,000 Gross Impressions									
MAGAZINES					"True Californians" P4CB Ads									
CA Insider: "True Californians" Print Campaign	Western Region 192,000				Western Living	Western Living		Western Living		Western Living				Fall $62,918 Spring $77,410
	Vancouver 48,000				Vancouver Mag.	Vancouver Mag.		Vacouver Mag.		Vancouver Mag.				**$140,328**
	National 205,000					Canadian Traveler				Canadian Traveler		Canadian Traveler		
CMG Fall Co-op	Vancouver 210,000				Vancouver Sun									
Canadian Dollar Contingency														**$50,000**
													OFFLINE TOTAL	**$1,358,720**
INTERACTIVE														
Search Engine Marketing - Google.com					Launch, Test, Optimize^^				Launch, Test, Optimize^^					**$115,321**
Display Advertising Discover America (Canada Site)		Launch, Test, Optimize^^												**$9,680**
													ONLINE TOTAL	**$125,000**
													GRAND TOTAL	**$1,483,720**

^^Search to continue throughout the year, though tracked and optimized based on performance.