MeringCarson + Sapient

As of 10.14.09

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

Media Mix	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
					Season Premieres	Sweeps			Sweeps/Olympics			Sweeps		
NATIONAL TELEVISION					40% "SB"/30% "A"/30% "YBB"				60% "Serious Business"/40% "You'll Be Back"			Total TRPs		
National Upfront Cable (:30s)*	National				75 75 75	70 65			75 75 75 70	65 65	65	850		Fall $5,456,996 Spring $6,217,735
(see networks below)														**$11,674,731**
					100% "SB"				100% "Serious Business"			Est. TRPs		
National Television (:30s)	National				4 3 3				2	4 4		44		Fall $550,000 Spring $550,000
(NBC: Today Show & Leno)														**$1,100,000**
					NATIONAL TELEVISION DELIVERY 72.2% Reach / 12.1x Frequency - 50.9% Reach at 3+ Effective Frequency - 1,060,462,000 A25-54 Gross Impressions									
SPOT TELEVISION														
Spot TV (:20/:10)	Markets TBC:										100% "Serious Business"			
Southwest Airlines Co-op	Dallas, Houston San Antonio Chicago, Denver Phoenix										SPRING SWA CO-OP			**$465,375**
MAGAZINES														
CA Insider: CMG Co-op	Western Region				FALL CO-OP					SPRING CO-OP				Fall $228,235 Spring $228,235
	Fall: 850,000				Travel & Leisure	Food & Wine					Outside			**$456,470**
	Spring: 700,000				Budget Travel						Budget Travel			
					Vanc. Sun						Travel & Leisure			
CA Insider: "True Californians"														
Print Campaign	National				"True Californians" P4CB					"True Californians" P4CB				Fall $436,379 Spring $424,059
Food & Wine	927,000				Food & Wine					Food & Wine	Food & Wine			**$860,438**
Travel & Leisure	960,000					Travel & Leisure				Travel & Leisure				
Outside	688,000				Outside	Outside				Outside				
Budget Travel	698,000					Budget Travel				Budget Travel				
Sunset	1,200,000				Sunset	Sunset				Sunset				
Saveur	329,000									Saveur	Saveur			
Wine Spectator	389,000				WS	WS				Wine Spectator	Wine Spectator			
					NATIONAL MAGAZINE DELIVERY 15.8% Reach / 2.3x Frequency - 5.1% Reach at 3+ Effective Frequency - 46,574,000 A25-54 Gross Impressions									
					TOTAL NATIONAL PLAN (TELEVISION & MAGAZINE) DELIVERY 76.6% Reach / 11.9x Frequency - 57.2% Reach at 3+ Effective Frequency - 1,107,036,000 A25-54 Gross Impressions									Fall $6,673,064 Spring $7,886,441
														OFFLINE TOTAL $14,557,014
INTERACTIVE														
Southwest Airlines Co-op											Advertising Plus southwest.com			**$109,489**
Travelocity Network Custom Sponsorship		Advertising**			Advertising Plus Custom Sponsorship***								Advertising**	**$290,000**
- Travelocity.com														
- I Go / U Go.com														
Expedia Network Custom Sponsorship		Advertising**			Advertising Plus Custom Sponsorship***								Advertising**	**$461,000**
- Expedia.com														
- TripAdvisor.com														
Orbitz Network		Advertising**			Advertising Plus Custom Sponsorship***								Advertising**	
- Orbitz.com														**$150,000**
Advertising Network Test Program		Launch, Test, Optimize^												**$239,000**
- Yahoo & Yahoo Travel														
- Kayak.com														
- Travel Ad Network														
- DestinationAmerica.com														
Search Engine Marketing			Launch, Test, Optimize^											**$360,000**
- Google.com														
														ONLINE TOTAL $1,609,489
														GRAND TOTAL $16,166,503

* National Cable Networks: Bravo, Comedy Central, ESPN, Fine Living, Fuel, Food Network, Golf, HGTV, Lifetime, Nat Geo, Spike, TBS, TNT, TLC, Travel, USA, Versus

**Display advertising targeting travel planners at large, competitive markets (NY, FL for example) and California reinforcement segments run at minimum 20% share of overall advertising voice.

***During key travel planning periods, the above display advertising runs in conjunction with custom sponsorship package (microsite, promotion, email, email newsletters, content syndication, etc.) at higher share of voice to target segments (general travel planners, competitive markets & California travelers).

^Ad network segment is a test program to run for one month after launch: once launched, campaign tracked and depending on success either continued in flights throughout the year or allocated to search campaign.

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