City of Hollywood Downtown CRA MEDIA SCHEDULE 2008-2009

MEDIA	FREQUENCY	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY				JUN					JUL				AUG					SEP			
		6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28
NEWSPAPER																																																				
Aventura News & Sunny Isles																																																				
Run dates: Every Wednesday																																																			
Events Ad - Downtown & Hollywood Beach CRA																																																			
Full Page - Black & White	12x																																																		
New Times																																																			
Run Dates: Every Thursday																																																			
Events Ad - Downtown & Hollywood Beach CRA																																																			
1/6 Page Color (4.917" x 4") - Broward & Palm Beach	24x																																																		
1/6 Page Color (4.917" x 4") - Miami	24x																																																		
Hollywood Gazette																																																			
Run Dates: Monthly																																																			
Events Ad - Downtown & Hollywood Beach CRA																																																			
Spread - Full Color (10" x 12.5")	12x																																																		
South Florida Parenting - In & Out Insert																																																			
Run Dates: October, December, March, June																																																			
Funtastic Fridays Ad																																																			
1/2 Page (7.25" x 4.625") - Full Color	4x																																																		
Co-op Advertising Opportunities																																																			
Lakes Newsletter																																																			
Run Dates: Every Three Months																																																			
Co-op Ads - 1/4 Page (total of 8 participants)																																																			
(2) Full Pages - Full Color	4x																																																		
Co-op Revenue ($75 p/participants - per issue)																																																			
Hollywood Gazette																																																			
Run Dates: Monthly																																																			
Co-op Ads - 1/6 Page (total of 12 participants)																																																			
(2) Full Pages - Full Color (10" x 12.5")	12x																																																		
Aventura Magazine																																																			
Run Dates: Every Two Months																																																			
Co-op Ads - 1/4 Page (total of 4 participants)																																																			
(1) Full Pages - Full Color	4x																																																		
Co-op Revenue ($300 p/participants - per 2 issues)																																																		
Diplomat Magazine																																																			
Run Date: Year																																																			
Co-op Ads - 1/4 Page (Total of 12 participants)																																																		
(3) Full Pages (8.375" x 11.875")	1x																																																		
Hollywood Magazine																																																			
Run Dates: Every Two Months																																																			
Co-op Ads - 1/4 Page (Total of 20 participants)																																																		
5 Full Pages (8.375" x 10.875")	6x																																																		
Best of Hollywood																																																			
Run Dates: Every Three Months																																																			
Co-op Ads - 1/6 Page - Must be a Coupon																																																		
1/2 Page	4x																																																		
Horizons																																																			
Run Dates: Monthly																																																			
Co-op Ads - 1/4 Page (Total of 4 participants)																																																		
(1) Full Pages	3x																																																		
Co-op Revenue ($150 p/participants - per issue)																																																		
Magazine																																																			
Greater Hollywood Chamber of Commerce Business Directory, Tourism and Relocation Guide																																																		
Run Dates: 2009																																																		
Branding	1x																																																		
Portada Magazine																																																		
Run Dates: Monthly																																																		
(1) Full Page Branding AD & Events (BCRA & HCRA)	6x																																																	

	RATES	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY				JUN					JUL				AUG					SEP			
		6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28
Radio																																																			
WLRN																																																			
Run Dates: Monthly																																																		
Vintage South Florida - 3 Spots Per Day/ 21 Per Month/ 30 Sec Spots	1x																																																	
Car Show - 2 Spot Per Day / 4 Per Month / 15 sec. Spots	12x																																																	
Car Show&FuntasticFridays - 2 Spot Per Day / 2 Per Month / 30 sec. Spc	12x																																																	
ArtWalk - 2 Spot Per Day / 6 Per Month / 15 sec. Spots	12x																																																	
Majic 102.7																																																		
Run Dates: Monthly																																																		
Dream Car Classic (HCRA) + Classic Cruise Night (BCRA)																																																		
Car Show - 23 Spots per Month / 60 sec. Spot	9x																																																	
Remote Appearance	4x																																																	
Online Marketing																																																		
Social Miami																																																		
Run Dates: Monthly																																																		
Funtastic Fridays - Events of the Week Section	12x																																																	
ArtWalk - Arts About Town Section	12x																																																	
New Times - Website																																																		
Run Dates: Monthly																																																		
Events Ad - Downtown & Hollywood Beach CRA																																																	
50k impression - Broward & Palm Beach	12x																																																	
50kl impression - Miami	12x																																																	
SunSentinel.com & Metromix.com																																																		
Run Dates: October & November 2008																																																		
Events Banners AD - CarShow, Funtastic Fridays, ArtWalk																																																	
SunSentinel.com Entertainment Channel/Page - 50k web impressions	12x																																																	
Metromix.com - Leaderboard and web banner & 3 Keywords Search	12x																																																	
4th Quarter Marketing																																																		
Door Hangers																																																		
Run Dates: Quarterly																																																		
Events Oriented - CarShow, Funtastic Fridays, ArtWalk																																																	
Directory Inserts																																																		
Run Dates:																																																		
TBD																																																		
Collateral Material																																																		
Run Dates:																																																		
Brochures, Savings Guide, ArtWalk Booklet																																																	