Hollywood Beach 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																																																				
Sun Times																																																				
Run dates: Every Thursday																																																				
Events Ad - Hollywood Beach CRA																																																				
1/4 Page Full Color	26x																																																			
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																																																			
Best of Hollywood																																																			
Run Dates: Every Three Months																																																			
Events Ad																																																			
1/2 Page	4x																																																		
Lakes Newsletter																																																			
Run Dates: Every Three Months																																																			
Events Ad																																																			
1/2 Page (12" x 4.50") or (6.75" x 9.25")	4x																																																		
Magazines																																																			
Hollywood Magazine																																																			
Run Dates: Every Two Months																																																			
Events Ad & Branding Ads																																																			
3 Full Pages (8.375" x 10.875")	6x																																																		
Travel Host																																																			
Run Dates: Every Two Months																																																			
Spread Page Branding AD & Events (1 full page for Beach)	8x																																																		
Spread Page Branding AD & Events (1 full page for Beach)	4x																																																		
Travel Host - Condo Concierge																																																			
Run Dates: Every Two Months																																																			
Spread Page Branding AD & Events (1 full page for Beach)	8x																																																		
Travel Host - Hollywood Pocket Saver																																																			
Run Dates: 2009																																																			
(1) Full Page - Branding Ad	1x																																																			
Travel Host - Fort Lauderdale CVB Pocket Saver																																																			
Run Dates: 2009																																																			
(1) Full Page - Branding Ad	1x																																																			

	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
Greater Hollywood Chamber of Commerce Business Directory, Tourism and Relocation Guide																																																			
Run Dates: 2009																																																		
(1) Full Page Branding	1x																																																	
Portada Magazine																																																		
Run Dates: Monthly																																																	
(1) Full Page Branding AD & Events (BCRA & HCRA)	6x																																																
Gerencia de Viajes																																																	
Run Dates: Bi-Monthly																																																	
(1) Full Page Branding AD - Latin Market	4x																																																
Mundo Turistico																																																	
Run Dates: Monthly																																																	
(1) Full Page Branding AD for Trade Shows	3x																																																
Run Dates TBD																																																	
Riverwalk Arts & Entertainment Guide																																																	
Run Dates: Annual Guide																																																	
Spread Page Branding AD & Events	1x																																																
Diplomat Magazine																																																	
Run Date: Year																																																	
Spread Page Branding AD & Events																																																	
(2) Full Pages (8.375" x 11.875")	1x																																																
Welcome/Bievenidos																																																	
Run Date: Year																																																	
(1) Full Page Branding AD	1x																																																
Florida Trend																																																	
Run Date: Monthly																																																	
(1) Full Page Branding AD	1x																																																
Radio																																																	
WLRN																																																	
Run Dates: Monthly																																																	
Friday Fest - 2 Spots Per Day / 12 Per Month/ 15 Sec Spots	12x																																																
Candy Cane - 2 Spot Per Day / 6 Per Month / 15 sec. Spot	1x																																																
Ocean Dance - 2 Spot Per Day / 8 Per Month / 15 sec. Spot	1x																																																
Fat Tuesday - 2 Spot Per Day / 21 Per Month / 15 sec. Spot	1x																																																
Seaside Craft - 2 Spot Per Day / 8 Per Month / 15 sec. Spot	1x																																																
Hollywood's Hometown - 2 Spot Per Day / 8 Per Month / 15 sec. S	1x																																																
Latin Festival '09 - 2 Spot Per Day / 8 Per Month / 15 sec. Spot	1x																																																
Clambake '09 - 2 Spot Per Day / 8 Per Month / 15 sec. Spot	1x																																																
Clambake '09 - 2 Spot Per Day / 14 Per Month / 30 sec. Spot	1x																																																
RWB - 2 Spot Per Day / 14 Per Month / 30 sec. Spot	1x																																																
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																																																	
Friday Fest - Events of the Week Section/Newsletter	24x																																																
New Times - Website																																																	
Run Dates: Monthly																																																	
Events Ad - Downtown & Hollywood Beach CRA																																																	
50k impression - Broward & Palm Beach	12x																																																
50kl impression - Miami	12x																																																
E-blasts/E-flyers																																																	
Run Dates: Monthly																																																	
Hollywood Beach Events	12x																																																
Collateral																																																	
Travel Host Hollywood Map																																																
Run Dates: 2009/2010																																																
Hollywood Beach & Downtown Hollywood Events, Map & Coop	1x																																															
Travel Host Marine Concierge & Waterway Map																																																
Run Dates: 2009/2010																																																
(1) Full Panel - Branding AD	1x																																															