

FY10 Media Plan

	2009												2010				
	FY10 Q1			FY10 Q2			FY10 Q3			FY10 Q4							
	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR					
Local Marketing (Dates Vary by State) States: AK, AL, AR, CO, FL, IA, ID, IL, IN, KS, KY, LA, MN, MO, MS, NC, NE, NH, NJ, NV, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI Direct mail, radio (2) direct mail drops per state (2) 3-weeks radio flights per state Triple A Baseball Program States: AK, AL, AR, CO, FL, IA, ID, IL, IN, KS, KY, LA, MN, MO, MS, NC, NE, NH, NJ, NV, OK, OR, PA, SC, TN, TX, UT, VA, VT, WA, WI Boat Sweepstakes w/ESPN "Fish or no Fish" between innings game																	
																	
																	