CLIENT: Visit Tallahassee
PERIOD October 2009 - September 2010
VERSION: 10
MEDIA: Leisure 1

		Week starts on Sunday	October '09				November					December				January '10					February				March				April				Ma		
MEDIA SCHEDULE			4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16
BETTER HOMES & GARDENS	Cost:																																		
freq: 12x	Size/Color:																								1/6 PG 4C										
circ: 1,680,000	Geo./Regional Buy:																																		
	Editorial Focus:																								NW FL Co-op										
AL,FL,GA,KY,MS,NC,	Positioning:																																		
SC,WV,VA,TN	Street Date:																																		
	Space/Mat Deadline:																								12/1/09										
	Estimate #:																								TDC208										
	IO#:																								41914										
PATHFINDERS	Cost:																																		
freq: 6x	Size/Color:																								1/2 PG 4C VERT										
circ: 100,000	Geo./Regional Buy:																																		
	Editorial Focus:																								Reunions, Family.										
	Positioning:																								Spring Break										
	Street Date:																																		
	Space/Mat Deadline:																								1/18, 1/25										
	Estimate #:																								TDC211										
	IO#:																								47940										
PEOPLE	Cost:																																		
freq: 52x	Size/Color:																																		
circ:	Geo./Regional Buy:																																		
	Editorial Focus:																																		
	Positioning:																																		
Feb Circ: 691,000	Street Date:																																		
AL, GA, NC,	Space/Mat Deadline:																																		
SC, VA, TN,TX, DC	Estimate #:																																		
Mar/Aug Circ: 310,000	IO#:																																		
GA, FL ONLY																																			
REUNIONS	Cost:																																		
freq:	Size/Color:																				FP 4C														
circ:	Geo./Regional Buy:																																		
	Editorial Focus:																																		
	Positioning:																																		
	Street Date:																																		
	Space/Mat Deadline:																				1/13, 1/20														
	Estimate #:																				TDC211														
	IO#:																				47942														
SOUTHERN LIVING	Cost:																																		
freq: monthly	Size/Color:																								1/6 Trav Dir									1/6 Tra	
circ: 1,260,000 SA + MA	Geo./Regional Buy:																								S Atl + Mid Atl									S Atl +	
2.6 million full run	Editorial Focus:																								---									--	
	Positioning:																								Visit FL Co-op									Visit FL	
SA/MA: DE,DC,FL,GA,MD,	Street Date:																								TBD									TB	
NJ,NY,PA,SC,VA	Space/Mat Deadline:																								12/26, 12/26									3/26,	
	Estimate #:																								TDC208									TDC	
	IO#:																								47915									479	