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

Week starts on Sunday	October '09				November					December				January '10					February				March					April				May					June				July				
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	23	30	6	13	20	27	4	11	18	25	1
Leisure Co-op	$0.00				$0.00					$0.00				$0.00					$0.00				$9,430.00				$33,590.00				$8,075.00					$0.00				$13,005.00				
Leisure 1	$0.00				$0.00					$0.00				$0.00					$2,719.15				$15,903.00				$0.00				$7,548.00					$0.00				$0.00				
Leisure 2	$0.00				$0.00					$0.00				$0.00					$1,250.00				$0.00				$0.00				$26,657.00					$0.00				$0.00				
Leisure 3	$1,500.00				$0.00					$16,040.00				$0.00					$0.00				$0.00				$0.00				$0.00					$0.00				$0.00				
Leisure 4	$0.00				$0.00					$0.00				$0.00					$4,739.06				$0.00				$5,560.90				$0.00					$0.00				$1,443.25				
Leisure 5	$0.00				$0.00					$0.00				$0.00					$442.75				$5,000.00				$442.75				$0.00					$0.00				$442.75				
Leisure 6	$0.00				$0.00					$0.00				$0.00					$2,965.44				$2,965.44				$2,965.44				$2,965.44					$2,965.44				$2,965.44				
LEISURE SUBTOTAL	**$1,500.00**				**$0.00**					**$16,040.00**				**$0.00**					**$12,116.40**				**$33,298.44**				**$42,559.09**				**$45,245.44**					**$2,965.44**				**$17,856.44**				
Group Co-op	$0.00				$0.00					$0.00				$0.00					$0.00				$3,718.75				$5,639.75				$1,521.50					$0.00				$0.00				
Group 1	$0.00				$4,075.00					$0.00				$0.00					$0.00				$7,296.55				$0.00				$4,075.00					$0.00				$5,639.75				
Group 2	$1,521.50				$1,521.50					$0.00				$1,521.50					$0.00				$3,710.30				$3,718.75				$2,375.75					$0.00				$0.00				
GROUP SUBTOTAL	**$1,521.50**				**$5,596.50**					**$0.00**				**$1,521.50**					**$0.00**				**$14,725.60**				**$9,358.50**				**$7,972.25**					**$0.00**				**$5,639.75**				
Travel Trade	$0.00				$0.00					$0.00				$12,000.00					$0.00				$0.00				$0.00				$0.00					$0.00				$0.00				
Film Commission	$0.00				$0.00					$0.00				$0.00					$2,279.00				$0.00				$0.00				$0.00					$0.00				$0.00				
Get Out & See Tallahassee	$0.00				$0.00					$0.00				$0.00					$600.00				$600.00				$600.00				$600.00					$600.00				$600.00				
OTHER MEDIA SUBTOTAL	**$0.00**				**$0.00**					**$0.00**				**$12,000.00**					**$2,879.00**				**$600.00**				**$600.00**				**$600.00**					**$600.00**				**$600.00**				
MEDIA TOTAL	**$3,021.50**				**$5,596.50**					**$16,040.00**				**$13,521.50**					**$14,995.40**				**$48,624.04**				**$52,517.59**				**$53,817.69**					**$3,565.44**				**$24,096.19**				
Z-TRAC																																													
Online Ad Serving/DART														$300.00					$300.00				$300.00				$300.00				$300.00					$300.00				$300.00				
CONTINGENCY														$1,278.78					$2,077.78				$2,077.78				$5,289.45				$5,289.45					$5,289.45				$9,407.10				
OTHER																																													
OTHER																																												
GRAND TOTAL	**$3,021.50**				**$5,596.50**					**$16,040.00**				**$15,100.28**					**$17,373.18**				**$51,001.82**				**$58,107.04**				**$59,407.14**					**$9,154.89**				**$33,803.29**				