

**First Things First FY2011 Media Plan
Yavapai Region**

Year	2010												2011												TOTALS																												
Month	JUL			AUG			SEP			OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUN			TOTALS																
Week	28	5	12	19	26	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	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	TOTALS
TELEVISION																																																					
CABLE TV																																																					
Cable One: Prescott & Cottonwood :30 spots on Food, HGTV, Lifetime, TNT, TLC																																					\$20,467																
BROADCAST TV																																																					
Television - Phoenix DMA, :30 spots :30 spots in programs targeting W25-54																																					\$17,700																
FY2011 Phoenix DMA Broadcast TV :																																																					
Television - Phoenix DMA, :30 spots Schedules placed by Maricopa, Coconino and Pinal regions																																					\$0																
RADIO																																																					
:60 SPOT RADIO & :10 WEATHER SPONSORSHIPS																																																					
5 Stations: Sedona: KSED-FM Williams: KWMX-FM Chino Valley/Prescott: KFLX-FM Cottonwood: KVRD-FM Sedona/Cottonwood/Camp Verde: KQST-FM																																					\$12,620																
INTERNET																																																					
DISPLAY BANNERS																																																					
Local sites and/or geo-targeted national sites Banner display ads																																					\$3,004																

