

**First Things First FY2011 Media Plan
Navajo Apache and White Mountain Apache Regions**

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
RADIO <u>:30 SPOT RADIO</u> KQAZ-101.7FM (Soft Adult Contemporary) KTHQ-92.5FM "Q Country" (Country) KRFM-96.5FM "Mix 96" (Hot Adult Contemporary)							\$820			\$3,280																																			\$8,200								
TELEVISION <u>BROADCAST & CABLE TV *</u> Television - Phoenix DMA, :30 spots :30 spots in programs targeting W25-54 <i>*Maricopa, Yavapai, Coconino, & Pinal regional FY2011 buys</i>																																													\$0								
OUT-OF-HOME <u>CINEMA</u> White Mountain Entertainment 15-second animated spots (no audio) Lakeside: WME Village 8 Showlow: WME Showlow 5 Holbrook: Roxy Theater (no cost PSA's)							\$882			\$765																																			\$3,941								
<u>GROCERY STORE DISPLAYS</u> 3 Stores (Safeway) Shopping Cart panels Floor Decals Freezer Decals Shelftalkers																																													\$3,270								
TOTAL MEDIA							\$1,702			\$4,045																																			\$14,646								

NOTE: Costs may not include applicable sales tax.