Campaign:	***stop w8ting***	**Client:**	***United Nations***
Market:	***USA***	**Schedule for:**	***07/2007 - 07/2008***
Currency:	***USD***	**Status:**	***Final Version***
Date Prepared:	***March 07***		

Titles/ Channels/ Websites	Frequency/ Daily Impression	Creative Unit/ time length	Net/ Net Costs/ per Inseration/ GRP/ Site	No. of Insertions/ GRPs/ Sites	Total Costs Net/ Net
Guerilla/PR					
3 concerts in 3 cities	*In:* Austin		60,000	1	60,000
	In: San Francisco		80,000	1	80,000
	In: Boston		80,000	1	80,000
Traveling Mueseam Exhibit			80,000	1	80,000
Event with Chairs	*In:* Washington, D.C.		50,000	1	50,000
	In: New York		50,000	1	50,000
SubTOTAL					**400,000**
Magazine					
Cosmo	Monthly	Full Page 4C	129,290	4	517,160
ESPN	Bi-Weekly	Full Page 4C	131,950	5	659,750
O Magazine	Monthly	Full Page 4C	97,983	4	391,930
Parents	Monthly	Full Page 4C	101,500	4	406,000
Real Simple	Monthly	Full Page 4C	99,750	4	399,000
Rolling Stone	Bi-Weekly	Full Page 4C	96,782	5	483,910
The Economist	Weekly	Full Page 4C	29,680	5	148,400
Wired	Monthly	Full Page 4C	67,578	4	270,312
SubTOTAL					**3,276,462**
TV					
Food Network		:30 spot	12,000	30	360,000
TNT		:30 spot	10,000	26	260,000
FX		:30 spot	12,000	10	120,000
E!		:30 spot	25,000	14	350,000
Nickelodeon		:30 spot	20,000	26	520,000
Lifetime		:30 spot	20,000	12	240,000
TLC		:30 spot	15,000	26	390,000
Discovery		:30 spot	20,000	11	220,000
Comedy Central		:30 spot	25,000	10	250,000
ESPN		:30 spot	25,000	17	425,000
SubTOTAL					**3,135,000**
Outdoor					
Austin (Texas)					
Vehicle Wraps Advertisng	4 weeks	Mini Cooper	16,800	4	16,800
Bus Shelter/ Bench Advertising	6 monts	45 posters	31,200	6	31,200
Seattle (Washington)					
Transit Advertising	12 weeks	Full Wrap Bus Display/ 12 weeks	6,000	60	30,000
Vehicle Wraps Advertisng	4 weeks	Mini Cooper	16,800	4	16,800
Bus Shelter/ Bench Advertising	6 months	45 posters	26,400	6	26,400
San Francisco, CA					
Vehicle Wraps Advertisng	4 weeks	Mini Cooper	16,800	4	16,800
Bus Shelter/ Bench Advertising	6 months	45 posters	33,200	6	33,200
Airport Advertising	month	Floor exhibit 10x20	20,000	1	20,000
Washington, D.C.					
Bus Shelter/ Bench Advertising	6 months	45 posters	32,400	6	32,400
Airport Advertising	month	CNN Airport Network	2,160	12	25,920
Chicago					
Transit Poster (1-sheet)	24 weeks	150	15,000	150	15,000
Interior Traincard	24 weeks	220	10,032	220	10,032
Bus Shelter/ Bench Advertising	6 months	45 posters	33,400	6	33,400
Boston					
Outdoor Advertising (8-sheet)	4 weeks	73	11,680	73	11,680
Bus Shelter/ Bench Advertising	6 months	45 posters	44,000	6	44,000
New York					
Airport Advertising (JFK)	3-13 months	Spectacular (7'x11')	10,200	4	40,800
Bus Shelter/ Bench Advertising	6 months	45 posters	46,000	6	46,000
SubTOTAL					**450,432**
Online					
Google AdWords Media Plan					
	daily limit	3 AdWords ads	69		25,000
Yahoo					
Homepage		banner	8,000	60	480,000
News		textlink	4,000	39	156,000
MySpace					
Homepage		banner	4,000	56	224,000
News		textlink	2,000	30	60,000
Facebook					
Homepage		banner	4,000	40	160,000
News		textlink	2,000	50	100,000
SubTOTAL					**1,205,000**
TOTAL					**8,466,894**

Titles/ Channels/ Websites	Frequency/ Daily Impression	July 2007					August 2007				September 2007				October 2007					November 2007				December 2007					
		2	9	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	11	19	26	3	10	14	17	24	31
Guerilia/PR																													
3 concerts in 3 cities	*In:* Austin																												
	In: San Francisco																												
	In: Boston																												
Traveling Mueseam Exhibit															1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Event with Chairs	*In:* Washington, D.C.				1																								
	In: New York			1																									
Magazine																													
Cosmo	Monthly																1												
ESPN	Bi-Weekly										1								1										
O Magazine	Monthly											1																	
Parents	Monthly																1												
Real Simple	Monthly											1									1								
Rolling Stone	Bi-Weekly												1																
The Economist	Weekly											1								1									
Wired	Monthly																1												
TV																													
Food Network													2		2		1		2		2		2						
TNT														2		2		2		1		2							
FX												2		2							2		2						
E!													1		1		1		1		1		1						
Nickelodeon														2		1		2		2		2							
Lifetime													1		1		1		1		1		1						
TLC														2		2		2		2		2							
Discovery													1		1		1		1		1								
Comedy Central													1		1		1		1										
ESPN												2			2						2		2						
Outdoor																													
Austin (Texas)																													
Vehicle Wraps Advertisng	4 weeks																												
Bus Shelter/ Bench Advertising	6 monts			1								1									1								
Seattle (Washington)																													
Transit Advertising	12 weeks	3	3	3	3	3	3	3	3	3														3	3	3	3	3	3
Vehicle Wraps Advertisng	4 weeks																												
Bus Shelter/ Bench Advertising	6 months			1								1									1								
San Francisco, CA																													
Vehicle Wraps Advertisng	4 weeks																												
Bus Shelter/ Bench Advertising	6 months			1								1									1								
Airport Advertising	month																									1			
Washington, D.C.																													
Bus Shelter/ Bench Advertising	6 months			1								1									1								
Airport Advertising	month			1				1				1					1				1					1			
Chicago																													
Transit Poster (1-sheet)	24 weeks	1	1	1	1	1	1	1	1	1	1			1			1			1			1			1			1
Interior Traincard	24 weeks	1	1	1	1	1	1	1	1	1	1				1			1			1			1			1		
Bus Shelter/ Bench Advertising	6 months			1								1									1								
Boston																													
Outdoor Advertising (8-sheet)	4 weeks	1		1		1		1																					
Bus Shelter/ Bench Advertising	6 months			1								1									1								
New York																													
Airport Advertising (JFK)	3-13 months																					1	1					1	1
Bus Shelter/ Bench Advertising	6 months			1								1									1								
Online																													
Google AdWords Media Plan																													
	daily limit	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Yahoo																													
Homepage		3	3	3	3	3	3	3	3	3																			
News		3	3	3	3	3	3	3	3	3																			
MySpace																													
Homepage																													
News																				3	3	3	3						
Facebook																													
Homepage											4	4	4	4	4														
News															3	3	3	3	3					1	2	4	4	4	7

Titles/ Channels/ Websites	Frequency/ Daily Impression	January 2008				February 2008				March 2008					April 2008				May 2008				June 2008			
		7	14	21	28	4	11	18	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
Guerilia/PR																										
3 concerts in 3 cities	*In:* Austin																1									
	In: San Francisco																				1					
	In: Boston																								1	
Traveling Mueseam Exhibit		1	1	1	1	1	1	1	1																	
Event with Chairs	*In:* Washington, D.C.																									
	In: New York																									
Magazine																										
Cosmo	Monthly		1									1							1							
ESPN	Bi-Weekly						1								1											
O Magazine	Monthly		1									1							1							
Parents	Monthly						1									1								1		
Real Simple	Monthly						1									1										
Rolling Stone	Bi-Weekly		1								1								1							
The Economist	Weekly						1								1								1			
Wired	Monthly		1									1							1							
TV																										
Food Network		2		2		2		2		2		2		2		1		2		2						
TNT			2		2		2		2		2		2		2		1		2							
FX		2		2						2		2							2		2					
E!			1		1		1		1						1		1		1		1					
Nickelodeon				2		2		1		2		2		2		2		2		2						
Lifetime			1		1							1		1					1		1					
TLC			2		2		2		2						2		2		2		2					
Discovery				1		1		1								1		1		1						
Comedy Central					1		1		1								1		1		1					
ESPN					1	1		1				1	1			1	1			1	1					
Outdoor																										
Austin (Texas)																										
Vehicle Wraps Advertisng	4 weeks																					1	1	2		
Bus Shelter/ Bench Advertising	6 monts															1			1					1		
Seattle (Washington)																										
Transit Advertising	12 weeks																					3	3	3	3	3
Vehicle Wraps Advertisng	4 weeks															1	1	1	1							
Bus Shelter/ Bench Advertising	6 months		1									1							1							
San Francisco, CA																										
Vehicle Wraps Advertisng	4 weeks																					1	1	2		
Bus Shelter/ Bench Advertising	6 months															1			1					1		
Airport Advertising	month																									
Washington, D.C.																										
Bus Shelter/ Bench Advertising	6 months		1									1							1							
Airport Advertising	month		1				1					1				1			1					1		
Chicago																										
Transit Poster (1-sheet)	24 weeks			1			1			1			1			1			1			1			1	
Interior Traincard	24 weeks	1			1			1			1			1			1			1			1			1
Bus Shelter/ Bench Advertising	6 months		1									1							1							
Boston																										
Outdoor Advertising (8-sheet)	4 weeks																				1	1	1	1		
Bus Shelter/ Bench Advertising	6 months															1			1					1		
New York																										
Airport Advertising (JFK)	3-13 months																									
Bus Shelter/ Bench Advertising	6 months		1									1							1							
Online																										
Google AdWords Media Plan																										
	daily limit	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Yahoo																										
Homepage										3	3	3	3	3							3	3	3	3	3	3
News											3		3								3		3			
MySpace																										
Homepage		2	2	2	2	2	2	2	2						4	4	4	7	7	7	7					
News																		4	4	5	5					
Facebook																										
Homepage															4	4	4	4	4							
News																	2	3	3	5						