

**North Lake Tahoe VCB
March Drive Market Campaign
Buys and Promotions
1 of 4**

February 27, 2009
Total Media Budget: \$37,386
Total Campaign Value: \$110,901

I. Radio

In deciding whether to go with Cable or Radio in March, we chose radio for three reasons:

- 1) Messaging: radio provides more flexibility and time to promote the cool deals, events and snow conditions.
- 2) We could expand our buy from 3 weeks to 5 weeks with the great added value promotions we are able to secure with radio.
- 3) We could reach a larger part percent of the Bay Area population and even secure some coverage in the Sacramento Market due to aggressive media buys.

A. Bay Area Radio

Flight Dates:	February 23 – March 29, 2009
Spot Schedule	Weeks of 2/23, 3/09 and 3/23
Promotion Weeks:	Weeks of 3/02, 3/16
Recommended Buy:	KITS-FM, KFOG-FM, KNBR/KTCT-AM
Total Cost:	\$31,826
Total Paid Spots:	202
Total Free Spots:	264
Total Value:	\$84,826
Adults 25-54 Reach/Frequency:	35.8%/ 3.3

KITS-FM	105.7	Modern Rock
Core Audience	Men 25-44	Rank A25-54 #17

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	5.85	21.49	109
Visited Lake Tahoe past 12 months	7.65	26.93	143
Ski or Snowboard past 12 months	12.00	20.09	224

Promotional Outline: Woody Show Morning Show Field Trip

LIVE 105 The Woody Show Field Trip and on-air giveaway:

The week of March 2 – 6 LIVE 105 will giveaway 12 packages. Six winners and their guest will be invited to join the five (5) member morning show and promotional staff on the North Lake Tahoe Bus for a weekend getaway. The bus will leave the LIVE 105 studio on Friday March 20th and return on Sunday morning. Each winner will receive lodging Friday and Saturday night plus a happy hour party Friday afternoon from 6p-8p and skiing all day Saturday. The station will do two live call-ins from the Party on Friday afternoon. The prizes will be limited to adults 21 and older.

The five daily enter to wins will be conducted via text messaging. The listeners will be prompted via on-air mentions to text in the key word of the day for their chance to win the Woody Show Fieldtrip package. Each text will receive a bounce back message about the North Lake Tahoe VCB. It is estimated we will send 10,000-40,000 text messages the week of 3/02 with the NLT message included.

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KFOG-FM 104.5 Adult Album Alternative
Core Audience Adults 35-54 Rank A25-54 #7

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	17.44	40.80	207
Visited Lake Tahoe past 12 months	13.01	29.15	154
Ski or Snowboard past 12 months	15.57	16.60	185

*Source: 2008 San Francisco Scarborough Release 2 Study

Promotional Outline

KFOG email newsletter (week of March 16)

83,000 member database. NLTVCB will receive 60 words, logo and URL within the newsletter.

KFOG online contest (week of March 2)

KFOG will conduct an online enter to win. The contest will also be listed on the KFOG Facebook and My Space page with a link back to the contest page.

KNBR / KTCT-AM 680 / 1050 Sports Talk
Core Audience Men 25-64 Rank A25-54 #9

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	12.51	30.92	157
Visited Lake Tahoe past 12 months	10.18	24.12	128
Ski or Snowboard past 12 months	9.73	10.96	122

*Source: 2008 San Francisco Scarborough Release 2 Study

Promotional Outline

For 2-weeks (March 2 & March 16) KNBR/KTCT will promote an on-air/online NLTVCB getaway giveaway. KNBR wants to give two lucky listeners a getaway trip to North Lake Tahoe. The contest will be promoted on-air, online, in an email newsletter and via text. The contest will run on both KNBR 680 and KTCT 1050.

Promotional Outline

- Fifteen (15) :30 promotional mentions M-Su 6a-12m on each station per week 3/2 & 3/16
- Inclusion in two email newsletter to the 55,000 member KNBR database. Week of 3/2 & 3/16
- KNBR will send a text message to their listener to promote the enter to win.

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B. Sacramento Radio Promotions

Flight Dates: March 3rd-March 22nd
Stations KSEG, KSSJ and KZZO
Total Cost: Free
Total Free Spots: 97x
Total Value: \$13,300
Adults 25-54 Reach/Frequency: 35.8 / 3.3

KSEG **96.9 FM** **Classic Rock**
 Core Audience Men 45-54 Rank #2 Adult 25-54

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	14.5	21.9	212
Visited Lake Tahoe past 12 months	8.71	24.58	128
Ski or Snowboard past 12 months	8.08	7.18	118

Promotional Outline

Time Frame: 3/3-3/15
 KSEG-FM will air a minimum of forty (40) 60-second live promotional announcements over a two week period
 Listeners will register on-line to win. Participant's logo, copy points and text link to website will be included.
 Total Added Value: \$8,500

KSSJ **96.9 FM** **Jazz**
 Core Audience Adults 50+ Rank #10 Adult 25-54

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	7.76	13.59	132
Visited Lake Tahoe past 12 months	8.71	28.48	148
Ski or Snowboard past 12 months	6.44	6.63	109

Promotional Outline

Time Frame: 3/3-3/15
 KSSJ-FM will air thirty-two (32) :30 recorded promotional announcements over a two week period. Lodging/resort logo, copy points and text link to website will be included
 Total Added Value: \$4,000

KZZO-FM **100.5** **Modern Adult Contemporary**
 Core Audience Women 25-49 Rank #15 Adult 25-54

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A35-54 HHI\$100,000+	7.33	14.50	141
Visited Lake Tahoe past 12 months	8.84	32.68	170
Ski or Snowboard past 12 months	10.94	12.71	210

Promotional Outline

Week of March 2, 2009
 For the week of 3/2 North Lake Tahoe will be partnered with David Girard Vineyards 3rd Annual Wedding Workshop. The Wedding Workshop will take place at the Vineyard on March 8th.
 Total Added Value: \$800

II. Internet

Emails and Newsletter Sponsorships

Total Cost: \$5,560

Total Value: \$12,775

Total of 8 emails sent to a total database of 157,732

The following emails and newsletters are targeted to the Bay Area and Sacramento Markets.

SkiDazzle.com

Ski Dazzle puts on 4 ski shows in the Bay Area, Chicago, Sacramento and Los Angeles,

Email Blast to Northern CA Database

Date: March 17, 2009

Database: 20,000

Creative: HTML/Will have lodging and lift ticket giveaway

Sheckys.com

Launched in 1998 as New York's most comprehensive nightlife guide, Shecky's has evolved into a national resource for stylish smart on-the-go women who want to stay on top of the latest and greatest in products, places, and trends.

SF Stand Alone Email Blast

Date: March 3, 2009

Database: 5,000

SacBee.com

Stand Alone Email Blast

Database: 25,975

Suggested Drop Date: March 3, 2009

Creative: HTML/will have lodging and lift ticket giveaway.

SFStation.com

Since 1996, SF Station has built a strong loyal following in the Arts, Music & Nightlife communities of San Francisco.

Stand Alone Email Blast

Date: February 25, 2009

Database: 15,757

Creative: HTML/will promote events

Sunset.com

Stand Alone Email Blast

Database: 30,000

Date: February 26, 2009

Value: \$6,000

SFWeekly.com

Weekly Newsletter Sponsorship

Database: 17,000

Drop Date: March 25, 2009

Creative: Photo, 100 words, link to website

Value: \$150

7x7 Magazine

"Top Trails of Tahoe" promotion

Will promote via 2 newsletters and blasts

to their Twitter, Facebook & MySpace lists

Will also feature a follow up piece with

photos in May issue of 7x7 Magazine.

Database – 19,500

Dates: Week of 3/2 & 3/9

Value - tbd