

North Lake Tahoe VCB
Summer 2009
Buys and Promotions
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June 18, 2009

I. San Francisco Radio

Flight Dates: June 8 – 21 & August 17 – 30 (4-weeks)
Recommended Buy: KFOG-FM, KLLC-FM, KOIT-FM & KSAN
Total Cost: \$52,136
Total Promo and Paid Spots: 710x
Total Value: \$77,136
Adults 25-54 Reach/Frequency: 56.3 /3.1
Total Impressions: 5,628,900

KFOG-FM 104.5 Adult Album Alternative
Core Audience Adults 35-54 Rank A25-54 #3

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A25-54 HHI\$100,000+	14.32	24.73	133
Visited Lake Tahoe past 12 months	18.04	42.9	168
Bicycling/Mountain Biking past 12 months	14.46	26.75	135
Hiking/Backpacking past 12 months	15.85	32.81	148
Golf past 12 months	13.75	14.06	128
Attended a Wine Festival past 12 months	16.32	19.95	152

*Source: 2009 San Francisco Scarborough Release 1 Study

Bonus Schedule

The paid schedule includes a total of 40x M-Su 12-12m bonus spots

Promotional Outline

Dates: Week of June 8 & August 17
For 2-weeks the NLT VCB will receive 5 :10 traffic sponsorship mentions per week

Dates: June 8 – 28, 2009 (3-weeks)
Live from the Archives airs each week Wednesday & Sunday from 8-9p.

Dates: Week of June 22
KFOG Newsletter
KFOG sends a weekly email to the Foghead 83,000 member database.
LTVCB will receive 60 words, logo and URL with link within the newsletter. The weekly newsletter features 1 advertiser per week

Dates: August 10 – 16, 2009
On-air/Online Enter to Win
The week of August 10th KFOG will run on-air promotional mentions driving traffic to www.kfog.com for a chance to enter to win a getaway for two to North Lake Tahoe.

NLT Flyer distribution at KFOG events during July

Total Paid Spots: 94x
Total Free Mentions: 132x

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KLLC-FM 97.3 Hot Adult Contemporary "Alice"
Core Audience Adults 25-49 (skew female) Rank A25-54 #12

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A25-54 HHI\$100,000+	13.09	28.45	153
Visited Lake Tahoe past 12 months	13.8	41.3	162
Bicycling/Mountain Biking past 12 months	11.33	26.38	133
Hiking/Backpacking past 12 months	11.34	25.87	116
Golf past 12 months	9.77	12.58	115
Attended a Wine Festival past 12 months	10.49	16.15	123

*Source: 2009 San Francisco Scarborough Release 1 Study

Promotional Outline

Dates: June 10 -22, 2009 (2-weeks)

Vinnie's golfing @ Summerthing

Alice would like to create a unique and exclusive on-air and on-site promotion for North Lake Tahoe. June 21 is the 7th Annual "Alice Summerthing" concert at Golden Gate Park. Summerthing is a free all day concert in the park, this years featured artists are Sugar Ray, Matt Nathanson and Parachute. The average attendance for the day is 10,000.

Alice would like to tie North Lake Tahoe into this event by conducting an on-site enter to win contest at the Alice booth. Listeners will be driven to the booth through on-air mentions, an online splash page and email blast. At the booth they will compete in a mini golf put or other golf related challenge and everyone who meets the challenge will get their names entered for the Grand Prize trip to North Lake Tahoe to golf with AM host Vinnie. The golf area will be sponsored by North Lake Tahoe and will feature a adjacent 10x10 booth with signage. The NLTVCB can man the adjacent booth or have one or more of their partners at the booth to distribute information on-site. The contest entry forms will have an opt in box where NLT VCB can capture the database. One winner will be drawn and given a trip for two with a round of golf with Vinnie.

Total Paid Spots: 116x

Total Free Mentions: 50x

KOIT-FM 96.5 Soft Adult Contemporary
Core Audience Adults 25-54(skew female) Rank A25-54 #2

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A25-54 HHI\$100,000+	23.29	32.04	125
Visited Lake Tahoe past 12 months	19.11	19.08	103
Bicycling/Mountain Biking past 12 months	18.52	19.82	100
Hiking/Backpacking past 12 months	18.88	22.61	102
Golf past 12 months	14.92	8.82	80
Attended a Wine Festival past 12 months	20.74	14.67	112

*Source: 2009 San Francisco Scarborough Release 1 Study

Bonus Schedule

The paid schedule includes a total of 35x M-Su 6a-12m bonus spots (\$2,625 value)

Promotional Outline

Dates: August 24 – September 6, 2009 (2-weeks)

Staycations – Your Stay-at-Home Vacations

All summer long, beginning June 1 KOIT is the place to go both on-air and online for what to do and where to do it. Discovering what the Bay Area and its surrounding counties has to offer is what Staycations is about. For 2-weeks (July 27 – August 9) North Lake Tahoe will be featured in the Staycation promotion. Each day M-Su KOIT will air :30 promotional spots highlighting North Lake Tahoe as the featured getaway. Listeners will be directed to koit.com

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to get more details about North Lake Tahoe summer travel vacations. In addition to the on-air mentions the contest will also be promoted in two (2) newsletters sent to the 40,000+ member database. There is a 30% open rate on the station newsletters. On Monday September 7 during the "More Music Morning Show" Jack Kulp will announce the North Lake Tahoe getaway winner drawn from all of the online entries.

Total Paid Spots: 76x
Total Free Mentions: 106x

KSAN-FM 107.7 Classic Rock "The Bone"
Core Audience Men 35-54 Rank A25-54 #7

<u>Station Qualitative*</u>	Vert%	Horz%	Index
A25-54 HHI\$100,000+	11.48	24.79	134
Visited Lake Tahoe past 12 months	12.24	36.41	143
Bicycling/Mountain Biking past 12 months	13.27	30.72	155
Hiking/Backpacking past 12 months	11.11	28.77	129
Golf past 12 months	14.48	18.52	169
Attended a Wine Festival past 12 months	11.91	18.21	139

*Source: 2009 San Francisco Scarborough Release 1 Study

Bonus Schedule

The paid schedule includes a total of 20x M-Su 6a-7p bonus spots (\$2,500 value)

Promotional Outline

Dates: Week of 6/22, and 8/31

KSAN Newsletter

The newsletters are sent weekly to a 63,000 member data base.

Dates: Weeks of June 8, June 15, August 17 & August 24 (4-weeks)

Laughter at 10 After

Each day M-F at 4:10pm KSAN has a special feature "Laughter at 10 After" Each week of the NLTVCB schedule they will be noted as the sponsor of this feature

Dates: Weeks of June 8, June 15, August 17 & August 24 (4-weeks)

Website Inclusion

KSAN will include the NLTVCB on the station website www.1077thebone.com for each week they are on the air.

KSAN receives 125,000 unique visitors each week.

Dates: June 15 – June 28, 2009

Online Contest

KSAN will conduct an online enter to win contest. For 2-weeks the station will promote the contest via on-air mentions driving traffic to the station website to enter to win.

Total Paid Spots: 76x
Total Free Mentions: 60x