

# FY12 - Street Smart

## Fall 2011 Media Plan

October 18, 2011

MEDIA	OCTOBER					NOVEMBER				DECEMBER			
	26	3	10	17	24	31	7	14	21	28	5	12	19
<b>Radio</b>													
(:30/:15 radio)													
<u>WLZL FM (Spanish Language)</u> 3 PM - 10 PM - using JR							Men18-49						
							115	115					
							Endorsement Spots						
							10	10					
							Endorsement Spots						
							10	10					
Radio Subtotal													
<b>Out Of Home</b>													
<b>Clear Channel Outdoor</b>							4 SHELTERS						
Spanish Transit Shelters							5 SHELTERS						
Geo-targeted Shelters													
<b>CBS Outdoor (METRO)</b>							50 buses						
Tail Light Displays							75 buses						
Door-side Kings							50 cards						
Rail Cards							100 buses						
Interior Bus Cards													