

Street Smart 2010 Media Plan

	March				April				Impressions	Reach	Frequency	Budget	
	1	8	15	22	29	5	12	19					
Radio			400 rating points						8,923,000	69.2%	5.7x	\$54,454	
Television			200 rating points						13,425,000	86%	4.5x	Broadcast TV	\$62,572
Comcast Cable Interconnect			150 rating points									\$26,245	
								\$88,817					
Out of Home			25 Shelters						6,001,600	82.9%	12x	Clear Channel Transit Shelters	\$27,900
CBS Bus backs			85 Buses										
CBS Bus Sides			85 Buses						18,039,000	84%	15x	CBS Metro Interior Cards	\$53,237
CBS Metro Bus Interior Cards			450 Cards									NC	
								\$81,137					
Internet			150,000 Impressions						5,550,000	NA	NA	Facebook	\$1,018
WashingtonPost.com Traffic/Lifestyle			300,000 Impressions									\$3,801	
WTOP.com Traffic Sponsorship			100,000 Impressions									\$5,324	
Undertone Network			5 Million Impressions									\$30,440	
								\$40,583					
Total								51,938,600			\$264,991		

