



gibson media
STRATEGIC ADVERTISING & ANALYSIS

TWW PROCESS UPDATE
03.02.06

2005 Campaign

Media accounting & reconciliation

2006 Campaign

Finalized KPLU radio scripts

Rep calls

Supply Sunset web creative

Radio Promotion Coordination/Discussions/Negotiation w/stations

Media billing / accounts payable

General Account Service / Consulting

Foyer Magazine – reviewed and provided feedback regarding appropriateness of medium as possible media vehicle

Pay per click assessment

Co-Op program posting

Review of Seattle Home & Lifestyles

Big Sky Airlines Promo

Coordinated Big Sky Airlines keyword search, etc. with CitySearch