



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
02.02.06:

2005 CAMPAIGN:

Internet Search Response Tracking

Media accounting & reconciliation

Media billing / accounts payable

2006 CAMPAIGN:

PSBJ AD - Concepting, art direction, design, e-pro, copywriting and trafficking

NPR AD – copywriting and trafficking

Commercial Radio / Cable TV – Trafficking

Radio promotions – initial coordination

TWW/PWW/BIG SKY:

BIG SKY DM

- Concepting, art direction, design, e-pro and copywriting

BOISE BUSINESS JOURNAL (RETREAT) AD

- Concepting, art direction, design, e-pro, copywriting and trafficking
- Radio tag writing and trafficking

WSAE:

Resize and traffic of WSAE ad

