



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
04.05.06:

2006 CAMPAIGN:

Revised Puget Sound Business Journal Ad, Trafficked Ad, etc.

Internet Search Optimization, Tweaks, and Response Tracking

Media accounting & reconciliation

Media billing / accounts payable (2005 Campaign)

TWW/PWW/BIG SKY:

* Radio Promotion Development with News Talk 670 KBOI-AM – Developed promo obtaining 40 mentions over 2 weeks (\$1,500.00 value).

* Radio Promotion Development with 107.1 FM KHITS (KTHI) – Secured 35 promotional mentions and website presence (\$1,500.00 value).

* Radio Promotion Development with Idaho's Best Country Station 104.3 FM – Developed on-air game which features over 35 promotional announcements and web exposure (\$2,625.00 value).

* Radio Promotion Development with 107.9 LITE FM – Featuring “The Price is Right” concept, giving TWW over 48 promotional mentions and online exposure (\$4,320.00 value).

Media billing / accounts payable

2006/7 CAMPAIGN:

Media strategy discussions / update meeting with Michael & Hamilton

