



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
01.15.08:

2008 Media Planning:

Media Plan Development, including the following:

Media negotiation and placement with the following stations:

- Seattle: KBSG-FM, KTTH-AM, KWJZ-FM, KIXI-AM, KING-FM
- Portland: KLTH-FM, KXL-AM, KKCW-FM
- Spokane: KEYF_FM, KXLY-AM, KISC-FM, KGA-FM, KQNT-AM, KXLY-AM

Media negotiation & placement with the following print entities:

- Regional: Sunset Magazine, Horizon Air Magazine
- Local (Seattle): Domino, Bon Appetit, Gourmet, Architectural Digest
- Local (Spokane/Tri-Cities): Domino, Bon Appetit, Gourmet, Architectural Digest

Web search and ad network bid plan development with the following entities:

- Search: Citysearch
- Web Advertising: Quigo

Promotional Planning (Gourmet Weekend Getaways) with the following stations:

- Seattle: KBSG-FM, KTTH-AM, KWJZ-FM, KIXI-AM, KING-FM
- Portland: KLTH-FM, KXL-AM, KKCW-FM
- Spokane: KEYF_FM, KXLY-AM, KISC-FM, KGA-FM, KQNT-AM, KXLY-AM

Max Travel Promotion Inclusion

Misc.

Conference Call w/ Maxwell PR & TWW for PR strategy

Online Survey Development & Review

Coordination of 2008 State Visitor Guide copy with Mike Greenstein

Export/e-mail of 2007 print ads as JPEGs

Sam McLeod Video Review

2008 Feast Walla Walla Planning:

- Seattle: KIRO-AM, Tom Douglas Show Sponsorship & On-Air Interview