



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
07.02.07:

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**2007 Spring Campaign:**

- Citysearch / Google / MSN / Yahoo web keyword assessment and optimization.
- Review and internal discussion of TWW SEO report
- Review and coordination of color proofs for Media Max ad insertion (Bon Appetit, Gourmet, Architectural Digest, House & Garden pubs)
- Promotional media call with Sandusky media group for TWW promotions.
- Strategic discussion and review of upcoming TWW radio edit for Spokane market.
- Media reconciliation & accounts payable