



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE

3.11.09:

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**2009 TWW Annual :**

Creative – February:

- Finalization of all creative concepts for presentation at annual plan meeting
- Finalizing of materials for annual plan meeting and presentation
- Travel to WW for annual plan meeting and presentation
- Final e-pro/trafficking of artwork ("Eeny meeny") for Sunset Magazine, Horizon Air Magazine and MediaMax

Creative - March:

- NWPR Media negotiation and procurement
- Coordination/trafficking of Boise/Portland pick-up radio
- Coordination of banner ad artwork with Bob Carson/John Clement
- E-pro/finalization/trafficking of second set of artwork ("Gatorade") for Sunset, Horizon Air Mag and MediaMax
- Coordination with Tribal Fusion re: banner ads/pixel implant

Trafficking of :

- Seattle radio spots and tags to KING, KWJZ, KIXI, KOMO
- Portland radio spots and new tags: KXL, KKCW, KLTH
- Boise radio spots and tags to KBOI, KTHI

Promotions:

- KXL Gourmet Getaway promo: Coordinating promotion and prizes with winners
- KKCW Gourmet Getaway promo: Coordinating promotion and prizes with winners
- Coordinating and creating Feast Walla Walla promotions with Seattle stations- KOMO, KING, KWJZ

**2009 Feast Walla Walla :**

- NWPR Media negotiation, procurement & trafficking
- Spokane & Tri-City Radio Negotiation and procurement
- KIRO-AM (Seattle) Radio negotiation w/ Host Tom Douglas
- Trafficking Tom Douglas :60 spot

**2009 Misc.**

- WBGG Print Procurement
- Media reconciliation
- Media accounts payable / receivable
- Media reconciliation and optimization of Citysearch.com & related partners

**2009 Billing:**

- Media Accounts Payable / Receivable for Fall TWW Campaign