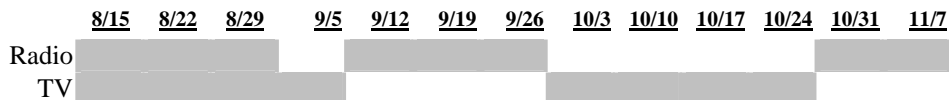


**Media Blitz
August 2005**

Plan Timing

- This flighted schedule runs over thirteen weeks. 8 weeks of Radio, 8 weeks of TV plus added value TV throughout the schedule.



Radio Specifics

<u>Station</u>	<u>Dial</u>	<u>Format</u>	<u>Spots</u>
WFNK	107.5	Classic Rock	22
WBLM	102.9	Classic Rock	22
WTOS	105.1	Rock	22
WTHT	99.9	Country	22
WBYA	105.5	Classic Rock	22
WKIT	100.3	Classic Rock	22
WABK	104.3	Oldies	22
WVOM	103.9	News/Talk	22
WLOB	96.3	News/Talk	22
WBPW	96.9	Country	22
WEBB	98.5	Country	22
WMME	92.3	Hot AC	22

Spots run primarily Mon-Fri in Morning Drive, Midday and Afternoon Drive (6AM-7PM) with limited Sat/Sun spots.

TV Specifics

The plan will reach adults 25-54, both employers and employees, in two four-week flights from August to end of October.

Programming includes early morning news/information, evening/late news and access 7-8PM.

Presque Isle

<u>WAGM Q3</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Morning News	5-7 AM	3	12
Evening News	6-6:30 PM	3	12
Wheel of Fortune	7-7:30 PM	4	16
Late News	11-11:35 PM	3	12
		13	52

<u>WAGM Q4</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Morning News	5-7 AM	3	12
Evening News	6-6:30 PM	3	12
Wheel of Fortune	7-7:30 PM	3	12
Late News	11-11:35 PM	3	12
		12	48

Portland

<u>WCSH Q3</u>		Weekly	4-Week
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
AM News	5-7 AM	6	24
Today Show	7-9 AM	4	16
Evening News	6-7 PM	4	16
207	7-7:30 PM	4	16
Seinfeld	7:30-8 PM	3	12
AM News (Sun)	7-8 AM	1	4
West Wing (Sat)	9-10 PM	1	4
		23	92

<u>WMTW Q3</u>		Weekly	4-Week
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Jeopardy	7:30-8 PM	4	16
		4	16

<u>WCSH Q4</u>		Weekly	4-Week
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
AM News	5-7 AM	6	24
Evening News	6-7 PM	4	16
207	7-7:30 PM	4	16
AM News (Sun)	7-8 AM	1	4
		15	60

<u>WGME Q4</u>		Weekly	4-Week
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Evening News	6-7 PM	2	8
Letterman	11:35-1 AM	3	12
CBS Movie (Sun)	9-11 PM	1	4
		6	24

<u>WMTW Q4</u>		Weekly	4-Week
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Evening News	6-7 PM	2	8
Jeopardy	7:30-8 PM	2	8
Late News	11-11:35 PM	3	12
		7	28

Bangor

<u>WLBY Q3</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Morning News	5-7 AM	4	16
Evening News	5:30-6 PM	2	8
Seinfeld	7-7:30 PM	5	20
AM News (Sun)	7-8 AM	1	4
Law & Order CI (Sun)	9-10 PM	1	4
		13	52

<u>WABI Q3</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Morning News	6-7 AM	3	12
Evening News	6-7 PM	2	8
70s Show	7:30-8 PM	2	8
CSI (Sat)	7-8 PM	1	4
		8	32

<u>WVII Q3</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Wheel of Fortune	7-7:30 PM	2	8
Jeopardy	7:30-8 PM	2	8
Wheel of Fortune (Sat)	7-7:30 PM	1	4
Jeopardy (Sat)	7:30-8 PM	1	4
Am Fun Home Videos (Sun)	7-8 PM	1	4
		7	28

<u>WLBY Q4</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Morning News	5-7 AM	6	24
Evening News	5:30-6 PM	5	20
Seinfeld	7-7:30 PM	5	20
AM News (Sun)	7-8 AM	1	4
		17	68

<u>WABI Q4</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
CSI (Sat)	7-8 PM	1	4
Amazing Race (Tue)	9-10 PM	1	4
		2	8

<u>WVII Q4</u>		<u>Weekly</u>	<u>4-Week</u>
<u>Program</u>	<u>Time</u>	<u>Spots</u>	<u>Spots</u>
Good Morning America	7-9 AM	5	20
Am Fun Home Videos (Sun)	7-8 PM	1	4
		6	24