



**2008 Statewide Advertising Program  
Media Buy Overview**

Station	Paid Spots	Value-Added Spots	Total Spots	Sample Programming
<b>Bangor</b>				
WABI (CBS)	224	72	296	Morning News, The Early Show, Ellen Degeneres, Oprah, Two ½ Men
WLBZ (NBC)	138	455	593	NewsCenter 2, Today Show, Heroes, NFL on NBC
WVII (ABC)	66	50	116	General Hospital, Judge Judy, Wheel of Fortune, Jeopardy
WFVX (FOX)	76	133	209	Seinfeld, FOX Primetime, House, FOX News at 10
<b>Portland/ Auburn</b>				
WGME (CBS)	380	70	450	Daybreak News, CBS Soaps, Oprah, Ghost Whisperer, Late News
WCSH (NBC)	280	71	351	NewsCenter 6, Today Show, Rachael Ray, Afternoon rotation, 207
WMTW (ABC)	73	57	130	Good Morning America, Ellen Degeneres, Dr. Phil, Wheel of Fortune
WPFO (FOX)	120	131	251	News 13 on FOX, According to Jim, American Idol, House, NFL on FOX
<b>Presque Isle</b>				
WAGM (CBS)	105	85	190	The Early Show, Dr. Phil, CBS Soaps, CBS Prime
WAGM (FOX)	76	60	136	Judge Judy, NewsSource 8, American Idol, Bones
<b>Cable</b>				
Time Warner (Presque Isle Zone)	212	1,645	1,857	Rotation on MTV, Comedy Central, A&E, TLC, CNN, FX, Discovery Channel
Time Warner (Portland)	7,569	4,600	12,169	
<b>Public Television</b>				
MPBN	80		80	High School Basketball Tournament
<b>Totals</b>	<b>9,399</b>	<b>7,429</b>	<b>16,828</b>	

The Maine Statewide Advertising Campaign will air more than 16,000 television commercials in 2008-- 3,000 more than in 2007! The Campaign will reach every county in Maine, in all three Maine television markets: Bangor, Portland and Presque Isle. The television flights are scheduled from January 14 to June 29, September 1 to October 12, and November 17 to December 28. Each Maine consumer will see our commercials nearly 20 times during the year. The primary marketing target is women age 25 to 34 and, secondarily, young adults between the ages of 18 and 34. Our buy is coordinated through St. Clair Media Group.

This plan includes a MPBN sponsorship for the February state championship basketball games. Also new to this year's campaign is a message that will scroll across each television advertisement, encouraging consumers to text message "ATM at 22700" to receive tips on saving money through using a Maine Credit Union. We will test banner ads on [Mainetoday.com](http://Mainetoday.com), as the site has the latest scheduling of events for young adults.

For additional reach, new sponsorships for 2008 will include the information booth at Rockland's Lobster Festival and a sponsorship at Aroostook County's Bluegrass Festival, along with continued partnerships with the Portland Seadogs, Portland Pirates, the County Potato Blossom Festival and the American Folk Festival in Bangor.