

## 2008 Media Buy Overview

Fall Update: On air: September 1 to October 12 (6 weeks) and November 17 to December 28 (6 weeks), with election ad break

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 NewsCenter 2, Today Show, Heroes, NFL on NBC General Hospital, Judge Judy, Wheel of Fortune, Jeopardy (Spring only) Seinfeld, FOX Primetime, House, FOX News at 10
WLBZ (NBC)**	138	455	593	
WVII (ABC)	66	50	116	
WFVX (FOX)	76	133	209	
<b>Portland/ Auburn</b>				
WGME (CBS)*	380	70	450	Daybreak News, CBS Soaps, Oprah, Ghost Whisperer, Late News NewsCenter 6, Today Show, Rachael Ray, Afternoon rotation, 207 Good Morning America, Ellen Degeneres, Dr. Phil, Wheel of Fortune News 13 on FOX, According to Jim, American Idol, House, NFL on FOX
WCSH (NBC)	280	71	351	
WMTW (ABC)	73	57	130	
WPFO (FOX)	120	131	251	
<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 (Fall only)
Time Warner (Portland)*	7,569	4,600	12,169	Includes Video on Demand Channel 999

<b>Public Television</b>	80	80	High School Basketball Tournament (February only)
MPBN			
<b>Totals</b>	<b>9,399</b>	<b>7,429</b>	<b>16,828</b>

*\*Includes Nov.-Dec. Ending Hunger Value-Added Promotion Spots*

*\*\*Includes Olympic coverage in August -- Opening Ceremonies: 27,000 viewers*

*8/09 - 8/10 8 pm - 11:35 pm Olympic Prime: 17,000 viewers*

*8/16 - 8/17 11 am - 6 pm Olympic Weekend: 35,000 viewers*

The Maine Statewide Awareness 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.

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. As of August 1, we have received nearly 100 text messages for more information. We will test banner ads on Mainetoday.com, as the site has the latest scheduling of events for young adults.

New sponsorships for 2008 included the information booth at Rockland's Lobster Festival and a sponsorship at Aroostook County's Bluegrass Festival, along with continued partnerships with the Seadogs, Portland Pirates, the Potato Blossom Festival and the Folk Festival. The Seadogs sponsorship included a new prop – flexible dollar – for the mascot to use during the 7<sup>th</sup> Inning Stretch.