



FY17 New Mexio True Media Flowchart



		Aug			Sept			Oct			Nov			Dec			Jan			Feb			Mar			Apr			May			Jun			Jul																			
		1	8	15	22	31	5	12	19	26	3	10	17	24	31	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
FLY MARKETS																																																						
PRINT	FREQ.																																																					
Travel/Adventure	4																																																					
Alfa	8																																																					
Southwest Airlines Spirit	3																																																					
Outside	2																																																					
Epicurean	2																																																					
Food Network	7																																																					
Regional	3																																																					
Texas Monthly	5																																																					
D Magazine	3																																																					
Dorado Magazine	5																																																					
PRINT TOTAL	32																																																					
OUTDOOR	IMPs (000)																																																					
Dallas	113,436																																																					
DAL																																																						
DFW																																																						
Houston	59,266																																																					
IAH																																																						
HOU																																																						
Austin	528																																																					
AUS																																																						
Chicago	88,804																																																					
MDW																																																						
ORD																																																						
Transit																																																						
Phoenix	32,000																																																					
PHX																																																						
San Diego	12,291																																																					
SAN																																																						
New York	52,980																																																					
JFK																																																						
Transit																																																						
Denver	49,907																																																					
DIA																																																						
DIGITAL	IMPs (000)																																																					
Hulu	4,788																																																					
NCC	3,703																																																					
GEE	3,200																																																					
TripAdvisor	3,100																																																					
Scripps	12,000																																																					
Opera Mediaworks	3,768																																																					
Texas Monthly	3,426																																																					
Matador	2,000																																																					
Outbrain	83,333																																																					
Sharethrough	7,142																																																					
YouTube	5,000																																																					
Outside	750																																																					
MountainNews	2,104																																																					
WeatherBug	2,105																																																					
Verification	-																																																					
Ad Serving	-																																																					
Social	-																																																					
Search	-																																																					
TOTAL	136,419																																																					
TV*	TRPs																																																					
Dallas	525																																																					
Dallas PRZIM Targeted Heavy-up	350																																																					
Houston	525																																																					
Houston PRZIM Targeted Heavy-up	350																																																					
Austin	525																																																					
Austin PRZIM Targeted Heavy-up	350																																																					
Chicago	300																																																					
Chicago PRZIM Targeted Heavy-up	200																																																					
San Diego	300																																																					
San Diego PRZIM Targeted Heavy-up	200																																																					
Phoenix	300																																																					
Phoenix PRZIM Targeted Heavy-up	200																																																					
TOTAL	4,125																																																					
DRIVE MARKETS	IMPs/TRPs																																																					
Radio	TBD																																																					
Digital	TBD																																																					
Outdoor	TBD																																																					
DRIVE MARKET TOTAL																																																						

*Exact flighting, TRPs, and Costs to be finalized and should be used as estimates only