



- 2008 Media Discussion

December 17, 2007

2008 Media Discussion



Marketing Objectives

- Generate responses, leads, quotes and ultimately write new business
- Generate interest/direct response:
 - calls via an 800 number
 - visits to the micro site
- Introduce [redacted] and sustain awareness over time

Target Audience

This is a business-to-business initiative, with the target defined as:

- C-Suite job titles
- Human resources/benefit administrators
 - Adults 35-54, skewing to men
 - at companies with 100 employees and above

Media Budget

A maximum of \$500,000 is available for Q1. If a lower expenditure can provide an effective media schedule, the savings will be allocated to future introductory markets.

Markets: Wish List

The four markets are listed in descending priority below. AMI's *going-in* recommended budget allocation is included as well.

<u>Market</u>	<u>US Market Rank/Size</u>	<u>% of Budget</u>	<u>Actual Budget Assuming 100% of \$'s are Allocated</u>
Dallas/Ft. Worth	5 (2.159%)	35%	\$175,000
Houston	10 (1.818%)	35%	\$175,000
Phoenix	12 (1.598%)	15%	\$ 75,000
Denver	18 (1.310%)	15%	\$ 75,000
	6.885%	100%	\$500,000

[REDACTED] 2008 Media Discussion

Timing of Effort

- Begin the week of January 7, 2008 and flight advertising to maximize response

Communications Objectives

- Reach at least 60% of the target audience during the course of the campaign
- Generate a minimum of two exposures per month

In order to meet these objectives, all funds must be re-allocated from the two less important markets, Denver and Phoenix, to the two most important markets, Dallas and Houston.

Available Creative

These creative forms are affordable for the [REDACTED] effort:

- Print: B/W and four-color fractional units: quarter, third and half pages
- Radio: :60-second spots, :15's on NPR
- Internet banners: all sizes possible: rich media, with message dissolve

Media Selection Discussion

Two options have been developed utilizing the media forms below.

Local Daily Newspapers

Pros: - high reach, immediate target audience coverage throughout each DMA
 - main news environment, lends importance and credibility
 - opportunity for detailed copy
 - direct response ease
 - the business section and main news section provide a serious venue for important world and national news and are therefore excellent environments for introducing [REDACTED] (see below)

Cons: - high out-of-pocket costs (depending upon the size of the unit)

Research on Unit Size¹

Average Recall to Various Ad Sizes:	<u>Spread</u>	<u>Full Page</u>	<u>½ page</u>	<u>¼ Page</u>
	56%	50%	45%	37%

- Note: A ½ page ad costs 100% more than a ¼ page ad, but only delivers 22% greater recall. 1/3 page units were not measured.

¹ Source: Research and Analysis Database from the Newspaper Advertising Association

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Recall and Coloration

	<u>Spread</u>	<u>Full Page</u>	<u>½ page</u>	<u>¼ Page</u>
4-color/B/W:	58%/52%	53%/47%	47%/43%	38%/34%

- Note: A ½ page 4-color ad provides 9% higher recall at ~20% higher per insertion cost.

Most Popular Sections²

<u>Section</u>	<u>Men 35-54/HHI \$75K+/ Grad Coll./Live in Southwest Index</u>	<u>Men 35-54/HHI \$75K+/ Mgmt., Bus., Fin. Operations/Southwest Index</u>
Bus./Finance	224	217
Sports	166	166
Science/Tech.	159	117
International/National News	145	127

- Two sections are recommended: main news and business.

Wall Street Journal (purchased locally)

- Pros:**
- targeted to C-suite and larger companies
 - 55% of readers work in companies with 100+ employees
 - 54% of readers have a top management job title

- Cons:**
- because of lower circulation, lower reach potential
 - 4 color is not available regionally

- Dallas Region circulation: 64,894 copies. Includes Arkansas and Oklahoma
- Houston Region: 35,536 copies.

Internet

- Pros:**
- various local sites have high target audience concentration
 - ease of direct response
 - can provide detailed copy points
 - works in combination with other media to increase target audience reach
 - placed on pages in each site with best environment for the product and message: business page/home page/main news

- Cons:**
- not a primary medium...should be used in concert with other media

² Source: 2007 MRI Doublebase

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Appropriate Internet Sites in Each Market

	<u>Number of Target Aud. Visitors per Month³</u>	<u>Index</u>
<u>Dallas</u>		
Visited NBC5icom/KXAS.com	49,544	154
Visited DallasMorningNews.com	46,505	156
Visited WFAA.com	43,043	151
Visited Guidelive.com	21,232	193
<u>Houston</u>		
Visited HoustonChronicle.com	50,564	125
Visited ABC13.com	46,910	135
Visited Click2Houston.com	40,937	116

Media Considered but NOT Recommended

Radio

- Pros:
- capable of generating high reach and frequency in each market
 - more intrusive than print (because of audio)
 - NPR skews to highly educated, high income audience in a low clutter environment
- Cons:
- direct response more complicated than via print or Internet media
 - listener tune-out during long commercial blocks on commercial stations
 - less opportunity to provide a detailed message
 - NPR, while targeted, can only provide minimal reach

Local Business Publications

- Pros:
- local business edit
- Cons:
- readership skews to employees working in smaller companies
 - low reach capability

<u>Market</u>	<u>Circulation</u>	<u>% Readership 100+ Co's</u>
Dallas	16,414	30%
Houston	18,414	28%

³ Men 35-54, Occupation is management or business operations specialists. Source: Scarborough

Option 1 -- 1/3 page print units and Internet

Market	# of Ins.	\$(000)	% Total	January				February				March				
				31	7	14	21	28	4	11	18	25	3	10	17	24
Dallas																
Dallas Morning News	6	\$202.4		M	B	M		B		M		B				
Wall Street Journal - Dallas Region	8	\$33.3														
Local media websites (Possible websites: DallasMorningNews.com/WFAA.com)	--	\$30.0		-2,000,000 Impressions												
Subtotal:	14	\$265.7	53.7%													
Houston																
Houston Chronicle	8	\$170.6		M	B	M	B		M	B		M	B			
Wall Street Journal- Houston Region	8	\$28.9														
Local media websites (Possible websites: HoustonChronicle.com, Click2Houston.com)	--	\$30.0		-2,000,000 Impressions												
Subtotal:	16	\$229.5	46.3%													
Grand Total:				30	\$495.2	100.0%										
				Dallas				Houston								
				Reach	Freq.			Reach	Freq.							
				61.1	6.3			65.3	7.3							

Option 2 -- 1/2 page B/W units

Market	# of Ins.	\$(000)	% Total	January				February				March				
				31	7	14	21	28	4	11	18	25	3	10	17	24
Dallas																
Dallas Morning News	6	\$251.4		M	B	M		B		M		B				
Wall Street Journal - Dallas Region	6	\$37.5														
Subtotal:	12	\$288.9	57.6%													
Houston																
Houston Chronicle	6	\$174.5		M	B	M		B		M		B				
Wall Street Journal- Houston Region	7	\$37.9														
Subtotal:	13	\$212.4	42.4%													
Grand Total:				25	\$501.3	100.0%										
				Dallas				Houston								
				Reach	Freq.			Reach	Freq.							
				50.9	4.0			54.4	5.4							

All rates are unnegotiated.
 *Target audience for Reach and Frequency: Men 35-54, with a HHI of \$75K+.
 4-Color not available in WSJ regional editions.

 = 1/3 Page 4C M= Main News B= Business
 = 1/3 Page B/W = If [red box] than 4 Color ads in the Dallas Morning News and the Houston Chronicle, [red box] would not be able to afford these insertions
 = Half Page B/W

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Recommendation

Option 1 is recommended because the going-in communication goals are met, while utilizing four-color print ads and Internet advertising.

Based on the message frequency provided, a maximum of two print executions and two Internet executions are recommended.

- The first print insertion is recommended to run on Wednesday, 1/9. Creative should be at each paper by Friday, January 4.
- Internet creative should arrive at all purchased sites by Friday, January 4 for a 1/9 start.

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Target Profile

DALLAS-FT. WORTH - Release 2 2007 Sep06-Aug07 Scarborough

Qualitative Criteria: Men 35 - 54

DMA Survey Area

Detailed occupation is management or detailed occupation is business operations specialists

Profile ranked by index.	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 Wall Street Journal(M-F)	11.3%	22,440	36.0%	180
2 USA Today(M-F)	12.5%	24,834	33.3%	167
3 New York Times(SUN)	3.0%	5,948	27.0%	135
4 Dallas Morning News(SAT)	32.8%	65,024	25.6%	128
5 Star-Telegram(Fort Worth)(SAT)	18.2%	36,015	24.7%	124
6 New York Times(M-F)	2.8%	5,496	24.2%	121
7 Dallas Morning News(SUN)	47.0%	93,084	22.6%	113
8 Star-Telegram(Fort Worth)(SUN)	25.7%	50,852	22.6%	113
9 Star-Telegram(Fort Worth)(M-F)	22.4%	44,284	22.2%	111
10 Dallas Morning News(M-F)	40.7%	80,582	21.9%	109
11 Denton Record Chronicle(SUN)	2.8%	5,626	21.7%	109
12 Quick(M-F)	7.0%	13,901	20.9%	105
13 Denton Record Chronicle(M-F)	1.7%	3,316	15.3%	77
14 Al Dia(SAT)	0.8%	1,657	6.8%	34
15 Al Dia(M-F)	0.4%	745	1.9%	10

Population Information:

Men 35 - 54 : 990,454
 Qualitative Population: 198,062
 % of Men 35 - 54 : 20.0%

Survey Respondent Information:

Men 35 - 54 : 540
 Qualitative Respondents: 120

How to read this report:

Current Criteria reaches 22,440 Men 35 - 54 who meet the criteria on the left as well as the qualitative criteria described above. These target men represent 36.0% of the men who meet the criteria on the left and 11.3% of the persons who meet the qualitative criteria. Persons who meet the criteria on the left are 80% more likely to meet the qualitative criteria than the average man in the market.

DALLAS-FT. WORTH - Release 2 2007 Sep06-Aug07 Scarborough

Qualitative Criteria: Men 35 - 54

DMA Survey Area

Detailed occupation is management or detailed occupation is business operations specialists

Profile ranked by index.	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 Visited GuideLive.com (mo)	10.7%	21,233	38.6%	193
2 Visited KTXA.com (mo)	3.4%	6,726	32.9%	164
3 Visited Dallas Morning News/DallasNews.com (mo)	23.5%	46,505	31.2%	156
4 Visited NBC5i.com/KXAS.com (mo)	25.0%	49,544	30.8%	154
5 Visited WFAA.com (mo)	21.7%	43,043	30.3%	151
6 Visited QuickDFW.com (mo)	2.9%	5,707	24.4%	122
7 Visited CBS11TV.com (mo)	8.2%	16,187	24.2%	121
8 Visited Star-Telegram.com (mo)	9.4%	18,564	21.6%	108
9 Visited MyFoxDFW.com (mo)	7.8%	15,379	19.3%	97
10 Visited CW33.com (mo)	0.7%	1,378	18.6%	93
11 Visited Telemundo Dallas.com (mo)	0.4%	745	16.3%	81
12 Visited Univision.com (mo)	1.6%	3,200	9.9%	49
13 Visited AIDiaTX.com (mo)	0.0%	0	0.0%	0

Population Information:

Men 35 - 54 : 990,454
 Qualitative Population: 198,062
 % of Men 35 - 54 : 20.0%

Survey Respondent Information:

Men 35 - 54 : 540
 Qualitative Respondents: 120

How to read this report:

Current Criteria reaches 21,233 Men 35 - 54 who meet the criteria on the left as well as the qualitative criteria described above. These target men represent 38.6% of the men who meet the criteria on the left and 10.7% of the persons who meet the qualitative criteria. Persons who meet the criteria on the left are 93% more likely to meet the qualitative criteria than the average man in the market.

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Target Profile

HOUSTON-GALVESTON - Release 2 2007 Sep06-Aug07 Scarborough

Qualitative Criteria: Men 35 - 54
 DMA Survey Area
 Detailed occupation is management or detailed occupation is business operations specialists

Profile ranked by index.	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 New York Times(SUN)	6.0%	11,027	57.5%	266
2 Wall Street Journal(M-F)	16.8%	30,812	40.0%	185
3 New York Times(M-F)	5.3%	9,745	35.8%	166
4 USA Today(M-F)	12.5%	23,022	34.7%	161
5 Other Daily Newspaper(M-F)	7.8%	14,400	30.5%	141
6 Houston Chronicle(SAT)	47.8%	87,690	26.8%	124
7 Houston Chronicle(M-F)	53.1%	97,421	26.2%	121
8 Houston Chronicle(SUN)	63.8%	117,009	24.1%	112
9 Courier(SUN)	1.5%	2,812	22.1%	102
10 Other Saturday Newspaper(SAT)	4.4%	8,015	21.1%	98
11 Courier(M-F)	2.0%	3,729	19.6%	91
12 Other Sunday Newspaper(SUN)	2.4%	4,350	16.2%	75
13 El Dia(M-F)	0.9%	1,688	6.0%	28
14 Pasadena Citizen(SUN)	0.0%	0	0.0%	0
15 Pasadena Citizen(M-F)	0.0%	0	0.0%	0
16 El Dia(SAT)	0.0%	0	0.0%	0

Population Information:		Survey Respondent Information:	
Men 35 - 54 :	849,442	Men 35 - 54 :	474
Qualitative Population:	183,492	Qualitative Respondents:	109
% of Men 35 - 54 :	21.6%		

How to read this report:
 Current Criteria reaches 11,027 Men 35 - 54 who meet the criteria on the left as well as the qualitative criteria described above. These target men represent 57.5% of the men who meet the criteria on the left and 6.0% of the persons who meet the qualitative criteria. Persons who meet the criteria on the left are 166% more likely to meet the qualitative criteria than the average man in the market.

HOUSTON-GALVESTON - Release 2 2007 Sep06-Aug07 Scarborough

Qualitative Criteria: Men 35 - 54
 DMA Survey Area
 Detailed occupation is management or detailed occupation is business operations specialists

Profile ranked by index.	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 Visited KHCW.com (mo)	1.9%	3,513	72.7%	337
2 Visited ABC13.com (mo)	25.6%	46,910	29.2%	135
3 Visited KHOU.com (mo)	20.0%	36,704	29.0%	134
4 Visited MyFoxHouston.com (mo)	11.9%	21,797	28.9%	134
5 Visited Houston Chronicle online/Chron.com (mo)	27.6%	50,564	27.0%	125
6 Visited any Broadcast TV Website (mo)	48.7%	89,280	25.9%	120
7 Visited any Newspaper Website (mo)	29.8%	54,761	25.9%	120
8 Visited any Radio Website (mo)	22.8%	41,786	25.2%	117
9 Visited Click2Houston.com/KPRC.com (mo)	22.3%	40,937	25.1%	116
10 Visited TelemundoHouston.com/KTMD.com (mo)	1.0%	1,769	23.3%	108
11 Visited other Broadcast TV Website (mo)	4.8%	8,806	20.6%	95
12 Visited Univision.com (mo)	3.4%	6,166	17.6%	82
13 Visited other Newspaper Website (mo)	4.9%	8,974	15.6%	72

Population Information:		Survey Respondent Information:	
Men 35 - 54 :	849,442	Men 35 - 54 :	474
Qualitative Population:	183,492	Qualitative Respondents:	109
% of Men 35 - 54 :	21.6%		

How to read this report:
 Current Criteria reaches 3,513 Men 35 - 54 who meet the criteria on the left as well as the qualitative criteria described above. These target men represent 72.7% of the men who meet the criteria on the left and 1.9% of the persons who meet the qualitative criteria. Persons who meet the criteria on the left are 237% more likely to meet the qualitative criteria than the average man in the market.