

**2012 Service Credit Union Boston Portsmouth Air Show
MARKETING SUMMARY**

MEDIA BUY WITH TRADE

MEDIUM	COMMERCIALS/PROMOS/COLUMN INCHES	IMPRESSIONS	PUBLICITY VALUE
Television			
WCVB	27	999,000	\$10,550
Comcast	3,907	1,322,953	\$41,787
WHDH	44	801,071	\$13,065
WHDH Cable	20	N/A	N/A
TV Editorial coverage including Portland-Auburn, ME, Boston-Manchester, MA and New Hampshire statewide coverage. 213 total stories, reported by Media Library, Inc.		9,067,241	\$955,050
Radio			
Greater Media Boston: WKLB-FM	50	215,100	\$6,200
Cumulus: WOKQ	695	7,557,900	\$10,959
Cumulus: WPKQ	695	2,113,000	\$2,793
Cumulus: WSHK	694	1,418,500	\$2,933
Greater Media Boston: WROR	59	849,700	\$3,745
Clear Channel: WERZ	110	65,800	\$1,964
Clear Channel: KISS	110	79,600	\$1,964
Clear Channel: WGIR-AM	110	18,700	\$1,964
Clear Channel: WGIR-FM	110	84,900	\$1,964
Clear Channel: WHEB	110	109,500	\$1,964
Clear Channel: WMYF	110	2,400	\$1,964
Clear Channel: WQSO	110	40,800	\$1,964
Clear Channel: Greg & Morning Buzz	110 and Pilot interview	N/A	\$6,194
CBS Radio: WODS	44	456,800	\$3,600
Seacoast: WXEX	223	N/A	\$4,694
Print			
Granite Quill Publishers	Full page ad	25,000	\$360

The News and Sentinel	(3) 1/4 ads	13,008	\$651
Fosters Daily Democrat	(4) 6x2 ads, showcase promotion	N/A	\$2,425
Current Publishing: My Generation	1/4 ad	16,731	\$358
Current Publishing: Sun Chronicle	1/4 ad	16,731	\$358
Current Publishing: Weekly Observer	1/4 ad	16,731	\$358
Current Publishing: Reporter	1/4 ad	16,731	\$358
Current Publishing: American Journal	1/4 ad	16,731	\$358
Current Publishing: Lakes Region Weekly	1/4 ad	16,731	\$358
Current Publishing: Current	1/4 ad	16,731	\$358
	(5) 6x2 ads, Front Page post-it note, e-mail blasts,		
Union Leader	Press releases, photos, full page feature	240,720	\$3,500
Seacoast Media Group: Portsmouth Herald	Ads for 3 weeks/custom inserts	7,000	\$2,471
Hampton Union	Ads for 3 weeks/custom inserts	7,000	\$2,471
Exeter News-Letter	Ads for 3 weeks/custom inserts	7,000	\$2,471
York County Coast Star	Ads for 3 weeks/custom inserts	7,000	\$2,471
The York Weekly	Ads for 3 weeks/custom inserts	7,000	\$2,471
Print Editorial Reported by Media Library, Inc.			
Spectrum Monthly Ad Campaign	Insert/outsert/cover	2,601,000	\$75,000
Print Editorial Reported by Media Library, Inc.		4,872,809	\$286,635

Coverage online and in 112 in different articles in newspapers across New England including markets such as New Hampshire, Auburn-Portland, ME, and Boston-Manchester, MA.

Internet

Plum District	E-mailed deal to 20,829	706	
Keepmecurrent.com	728x90 online banner ran 6/12 through 7/1	16,731	\$3,406
McLean Communications: New Hampshire Magazine and Parenting New Hampshire	Online Ticket Give Away and E-newsletter mentions	120,000	\$850
Fosters.com	Web Advertising peel ad	384,917	\$1,125
Clear Channel	Online ticket contests	566	\$2,500

2,418 Facebook Fans on the Facebook Fan Page
Impressions Generated by pay per click ads

5,884,117

Collateral

Tri-Fold Brochure	25,000	50,000	\$50,000
Souvenir Program	5,000	10,000	\$10,000
Event Poster	5,000	50,000	\$50,000
Family Mailer	8,000	20,000	\$20,000

Show Web Site (Hits from December 1, 2011-July 15, 2012)

Web Site viewed in over 87 different Countries/Territories		498,417	\$249,208
100,657 Unique visitors			

Over 100 credentials were sent out to members of media from all over the United States.**CREDENTIALLED MEDIA WHO SUBMITTED REPORTS****Online**

Evan and Lauren's Cool Blog	Blog and Social Media posts	6,552	
WBZ/CBS Boston	Video and article about the show online		

Photography

Brain Injury Association of NH, Michael Sterling	Brain Injury Association Newsletter article and photo	9,000	
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2012 show was headlined by US Navy Blue Angels: 65,000 in attendance

Totals	39,917,905	\$1,845,839
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*Note: This report does not include marketing impressions and value provided by numerous sponsor promotions