

WHBS Media Plan

Source	type	MAR	APR	Impressions	\$
Symposium					
	Website	w.dynamichealthywoman.com			
DPWN					
	Postcards			7,000	\$ 600.00
	Member Marketing Newsletter	all month	all month	4,000 weekly	
	Website	all month	all month		
	Social Media - Facebook, twitter, meet-up				
AGH					
	Direct Mail		1st week	10,000	\$ 12,000.00
	Press release	2nd/3rd week			
	Website	all month	all month		
	Signs/Flyers				\$ 1,465.00
Suburban Woman					
	Website	all month	all month		\$ 1,300.00
	print ad	Mar/April 2011			\$ 990.00
Press Publications					
	print ad	24 & 25	14 & 21	260,000	\$ 2,600.00
	web	Feb - May	all month		\$ 820.00
Daily Herald					
	print ad	3rd week	2nd/4th		\$ 5,600.00
	web site	all month	all month	tbd	\$ 700.00
Chicago Kids EXPO					
	Postcards			1,500	\$ 200.00
Chicago Parent					
	print ad	drops march 23	all month	20,000	\$ 400.00
	web site				
Chicago Trib Local					
	print ad		2nd week		\$ 2,995.00
	web site	all month	all month	200,000	\$ 2,000.00
Chicago Tribune					
	Keeping Chicago Well Print Ad			3 million	\$ -
Radio					
	REWIND			1.8 mil	\$ 3,750.00
	WLS 94.7				\$ 2,300.00
Chambers:					
	e-blasts				
	Carol Stream	1st week	1st/3rd	350	\$ 75.00
	CS Wedding EXPO				\$ 450.00
	Glen Ellyn	"	"	375	\$ 75.00
	Glendale Heights	"	"	260	\$ 50.00
	Bloomington	"	"	500	\$ 75.00
	Addison	"	"	275	\$ 75.00
Andrea Metcalf					
	Chicago Now e-blogs	1 month out	10d/2d	10 million	\$ -
	Examiner	"	"	"	\$ -
	More.com	"	"	combined	\$ -
	Twitter	"	"	7300	\$ -
	Andreametcalf.com	March	April		\$ -
	Newsletter			6000	\$ 38,520.00