

**BREAST AND CERVICAL CANCER  
MEDIA PLAN  
Revised 8/10/11**

**Target: Women 35+**

Media	JULY	AUGUST	SEPT	OCT	NOV	TOTAL
<b>WJBR-FM</b>	7/18	8/1, 8/8	9/5, 9/19	10/3, 10/17	10/31	
ADULT CONTEMP [W-Sat 6A-7P+Bonus]	14 spots	28 spots	28 spots	30 spots	16 spots	
NCC	\$2,075	\$4,150	\$4,150	\$4,500	\$2,425	\$17,300
<b>WDEL-AM</b>	7/25	8/1, 8/8, 8/22	9/5, 9/19	9/26, 10/3, 10/10, 10/17	10/31, 11/21	
News/Talk [W-Sat 6A-7P+Bonus]	10 spots	30 spots	20 spots	40 spots	30 spots	
New Castle County	\$750	\$2,250	\$1,500	\$3,000	\$2,250	\$9,750
<b>WXCY-FM</b>	7/18, 7/25	8/8, 8/15	9/12, 9/19	10/3, 10/17	10/31, 11/14	
COUNTRY [W-Sat 6A-7P+Bonus]	28 spots	26 spots	25 spots	26 spots	29 spots	
NCC	\$2,160	\$1,980	\$1,880	\$1,980	\$2,260	\$10,260
<b>WDSD-FM</b>	7/18, 7/25	8/15, 8/22	9/12	9/26, 10/10, 10/24	11/7, 11/21	
COUNTRY [W-Sat 6A-7P+Bonus]	24 spots	24 spots	12 spots	36 spots	26 spots	
KENT	\$1,836	\$1,836	\$918	\$2,754	\$1,972	\$9,316
<b>WJKS-FM</b>	7/18, 7/25	8/15, 8/22	9/19			
URBAN CONTEMP. [W-Sat 6A-7P+Bonus]	26 spots	26 spots	13 spots			
NCC	\$1,190	\$1,190	\$1,190			\$3,570
<b>WWFG-FM</b>	7/18, 7/25	8/8, 8/15	9/12	10/3, 10/17		
COUNTRY [W-Sat 6A-7P+Bonus]	28 spots	28 spots	14 spots	28 spots		
SUSSEX	\$940	\$940	\$470	\$940		\$3,290
<b>BILLBOARD: Statewide Poster Panels</b>						
14 per month						
6 NCC: 3 Kent, 4 Sussex (One Bonus)	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$34,500
<b>Direct Mail - Premium Postcard 5.66" x 11" 4C</b>	7/28	8/25				
Quantity: 100,000 statewide						
Distribution TBD (printing and distribution included)	\$9,665	\$9,665				\$19,330
<b>Wilmington News Journal</b>	7/24	8/21	9/4, 9/25	10/9		
4 col. X 10" (6.62" x 10")	\$5,255	\$5,255	\$10,510	\$5,255		\$26,275
<b>Spark Weekly</b>	7/20	4/5	9/7, 9/21	10/5		
FP 4C 10" x 10"	\$741	\$741	\$1,482	\$741		\$3,705
<b>Delmarva Advertising Network</b>	7/27	8/24	9/14, 9/28	10/12		
FP 4C (5.35" x 9.75", 6.25" x 10.2" and 6.75" x 10.194")	\$3,327	\$3,327	\$6,654	\$3,327		\$16,635
<b>Delaware Newspaper Network</b>	7/25	8/24	9/14, 9/28	10/12		
FP 4C (10.333" x 11")	2986.05 net \$3,513	\$3,513	\$7,026	\$3,513		\$17,565
<b>Web - Display Advertising</b>	Impressions TBD \$5,000 per month					
Delaware Online (includes Momslikeme.com) 160x600, 728x90, and 300x250						\$15,000
Facebook (Women 18+) 110x80						\$3,528
Google (excludes Delawareonline.com) Text ads 160x600, 300x250, and 728x90						\$9,472
Collective Media( excludes Delawareonline.com) 160x600, 728x90, and 300x250		Impressions TBD \$5,000 per month				\$15,000

**TOTAL INVESTMENT**

**\$214,496**

**Newspaper list:**

Delaware Newspaper Network: Community News, Middletown Transcript, Dover Post, Milford Beacn, Sussex Countian, Smyrna Sun Times  
Delmarva Advertising Network: DE State News. Milford Chronicle, Harrington Journal, Cape Gazette, Seaford & Laurel Stars