

**Tennessee Department of Tourist Development
FY 2009-FY 2010
Media Plan**

Medium	July			August				September			October				November				December				January				February				March				April				May				June								
	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14
Online																																																			
Pay-Per-Click: - Google - Yahoo	24,000 clicks																								256,851 clicks																										
Email transmission	1,920 guides																								50,880 guides																										
Lead Generation: - MyPoints - Orbitz	800,000 emails																								4,000,000 emails																										
Email Marketing: One dynamic eNewsletter per month	23,500 guides \$2.13 cost per lead																								99,061 guides \$2.13 cost per lead																										
Mobile Marketing	2 eNewsletters																								10 eNewsletters																										
Display - Scripps - 20K	10,000 sms messages/month																								10,000 SMS messages/month																										
	3,408,000 impressions																																																		
Display (Travel Sites) - Trip Advisor - Orbitz/Away/Cheap Tix - Travelocity - Expedia																																																			
Display (Lifestyle Sites) - Weather - HULU - Time inc. - SouthernLiving - 10Best.com - AOL - Travel																																																			
Display (Niche Sites) - Scripps - Food Network (Culinary) - GAC (Music and Arts) - Pandora (Music and Arts) - North American Membership Group - FishingClub.com - HuntingClub.com																																																			
Display (Networks) - Burst - Babyboomers target - Green network - Video Egg																																																			
Display (Ad Serving)																																																			