

2008 iBelong Campaign Media Plan Summary

■ Campaign Objectives

- Increase public awareness of and eliminate misconceptions about credit unions
- Increase consumer interest in doing business with credit unions
- Increase reach & frequency of the message and maintain equality for all markets
- Provide a foundation that supports individual credit union advertising
- Positively influence legislators and constituents

■ Key Messaging

- Credit unions are an ideal financial resource, designed to help consumers achieve financial success and security.
- As a consumer you can be part of a credit union.
- Present message by balancing emotional appeal with practical information; always include a consistent and strong call to action.

■ Media Plan Objectives

- Ensure statewide coverage
- Utilize various media vehicles to ensure broad reach
- Maximize budget to gain frequency – *Anticipated budget \$850,000*
- Focus on key demographic: peak borrowers

Anticipated Media Schedule

■ Out of Home – Billboard Placement

- Anticipated coverage – 103 boards

■ Print

- Anticipated coverage – 270 newspapers; over 2,200 ads
- Daily & Weekly publications

■ Broadcast – Radio

- Anticipated coverage – 90 stations; over 4,400 spots
- Spots run primarily as rotators, airing 6A-7P, M-SU

■ Broadcast – Cable

- Anticipated coverage – 6 networks; over 5,500 spots
- Spots run primarily as rotators, airing 8A-12M, M-SU
- Possible stations include: Country Music Television, Discovery, Family, Food Network, Hallmark, HGTV, TBS, The Learning Channel, Travel Channel, TV Land, and Nickelodeon

<i>May & August</i>	Outdoor	Print	Radio	Cable
Week 1	X	X		
Week 2	X	X	X	X
Week 3	X	X	X	X
Week 4	X	X	X	