

# 2009 iBelong: Safety & Soundness Campaign

Flight One Media Buy

As of January 2009

| MARKET  | RADIO                          | Schedule          | CABLE                  | Schedule | OUTDOOR                  | Schedule |
|---|--------------------------------|-------------------|------------------------|----------|--------------------------|----------|
| <b>Chicago</b>                                    | <b>2 Weeks Total</b>           |                   | <b>4 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WLIT                           | 30x Per Week      | 140x Per Week          |          | Chicago                  | 14       |
|   | Bonus: Web WLIT                | 30x Per Week      | <b>560 Spots Total</b> |          | Bonus                    | 3        |
|   | WBBM                           | 25x Per Week      |                        |          | <b>17 Boards Total</b>   |          |
|   | Bonus: Web WBBM                | 25x Per Week      |                        |          |                          |          |
|   | <b>220 Spots Total</b>         |                   |                        |          |                          |          |
| <b>St. Louis</b>                                  | <b>2 Weeks Total</b>           |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | KEZK                           | 39x Per Week      | 71x Per Week           |          | St. Louis                | 2        |
|   | Web/KEZK                       | 39x Per Week      | <b>142 Spots Total</b> |          | Note: Illinois side only |          |
|   | <b>144 Spots Total</b>         |                   |                        |          | <b>2 Boards Total</b>    |          |
| <b>Champaign-Springfield-Decatur</b>              | <b>2 Weeks (IRN - 3 Weeks)</b> |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WSOY-AM                        | Via IRN (35x P/W) | 69x Per Week           |          | Decatur                  | 4        |
|   | WSOY-FM                        | Via IRN (35x P/W) | <b>138 Spots Total</b> |          | Champaign                | 4        |
|   | WMAY                           | 27x Per Week      |                        |          | <b>8 Boards Total</b>    |          |
|   | WNNS                           | 27x Per Week      |                        |          |                          |          |
|   | WDWS                           | Via IRN (35x P/W) |                        |          |                          |          |
|   | <b>423 Spots Total</b>         |                   |                        |          |                          |          |
| <b>Davenport-R. Island-Moline<br/>Quad-Cities</b> | <b>3 Weeks Total</b>           |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WKEI-AM                        | Via IRN (35x P/W) | 206x Per Week          |          | Moline                   | 6        |
|   | WJRE-FM                        | Via IRN (35x P/W) | <b>412 Spots Total</b> |          | <b>6 Boards Total</b>    |          |
|   | WYEC-FM                        | Via IRN (35x P/W) |                        |          |                          |          |
|   | WGEN-AM                        | Via IRN (35x P/W) |                        |          |                          |          |
|   | <b>420 Spots Total</b>         |                   |                        |          |                          |          |
| <b>Peoria-Bloomington</b>                         | <b>2 Weeks Total</b>           |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WMBD                           | 15x Per Week      | 111x Per Week          |          | Bloomington              | 3        |
|   | WSWT                           | 15x Per Week      | <b>222 Spots Total</b> |          | Peoria                   | 6        |
|   | WXCL                           | 14x Per Week      |                        |          | <b>9 Boards Total</b>    |          |
|   | WPBG-FM                        | 15x Per Week      |                        |          |                          |          |
|   | <b>118 Spots Total</b>         |                   |                        |          |                          |          |
| <b>Rockford</b>                                   | <b>2 Weeks (IRN - 3 Weeks)</b> |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WXXQ                           | 17x Per Week      | 64x Per Week           |          | Rockford                 | 3        |
|   | WZOK                           | 17x Per Week      | <b>128 Spots Total</b> |          | <b>3 Boards Total</b>    |          |
|   | WNTA                           | Via IRN (35x P/W) |                        |          |                          |          |
|   | <b>173 Spots Total</b>         |                   |                        |          |                          |          |
| <b>Quincy</b>                                     | <b>2 Weeks (IRN - 3 Weeks)</b> |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WGEM                           | Via IRN (35x P/W) | 31x Per Week           |          | Quincy                   | 3        |
|   | WCOY                           | 13x Per Week      | <b>62 Spots Total</b>  |          | <b>3 Boards Total</b>    |          |
|   | WTAD                           | 13x Per Week      |                        |          |                          |          |
|   | <b>157 Spots Total</b>         |                   |                        |          |                          |          |
| <b>Marion-Carbondale<br/>Southern Illinois</b>    | <b>2 Weeks (IRN - 3 Weeks)</b> |                   | <b>2 Weeks Total</b>   |          | <b>4 Weeks Total</b>     |          |
|   | WCIL                           | Via IRN (35x P/W) | 109x Per Week          |          | Carbondale               | 2        |
|   | WOOZ                           | 20x Per Week      | <b>218 Spots Total</b> |          | Marion                   | 3        |
|   | WUEZ                           | 20x Per Week      |                        |          | <b>5 Boards Total</b>    |          |
|   | WCRA                           | Via IRN (35x P/W) |                        |          |                          |          |
|   | <b>290 Spots Total</b>         |                   |                        |          |                          |          |

## 2009 iBelong: Safety & Soundness Campaign

### Flight One Media Buy

As of January 2009

| MARKET  | RADIO                          | Schedule          | CABLE | Schedule | OUTDOOR   | Schedule        |
|---|--------------------------------|-------------------|-------|----------|---|-----------------|
| <b>Illinois Collar Counties</b><br><i>Will, Grundy, DuPage, Kane<br/>McHenry &amp; Lake</i> | <b>2 Weeks (IRN - 3 Weeks)</b> |                   |       |          | <b>4 Weeks Total</b>  |                 |
|   | <b>WXKC-FM</b>                 | 15x Per Week      |       |          | Grundy County   | 1 (Incl. w/Key) |
|   | <b>WKRS-AM</b>                 | 15x Per Week      |       |          | Lake County   | 2               |
|   | <b>WERV-FM</b>                 | 15x Per Week      |       |          | Will  | 4 (Incl. w/Key) |
|   | <b>WRXQ-FM</b>                 | Via IRN (35x P/W) |       |          | <b>7 Boards Total</b>   |                 |
|   | <b>WJOL-AM</b>                 | Via IRN (35x P/W) |       |          |   |                 |
|   | <b>WSSR-FM</b>                 | 15x Per Week      |       |          |   |                 |
|   | <b>WWYW-FM</b>                 | 15x Per Week      |       |          |   |                 |
|   | <b>WZSR-FM</b>                 | 15x Per Week      |       |          |   |                 |
|   | <b>WIL-FM</b>                  | 15x Per Week      |       |          |   |                 |
|   | <b>WCCQ-FM</b>                 | 15x Per Week      |       |          |   |                 |
| <b>450 Spots Total</b>  |                                |                   |       |          |   |                 |
| <b>Extended Central Radio</b><br><i>Decatur/Mattoon/Effingham/<br/>Vandalia</i>             | <b>2 Weeks Total</b>           |                   |       |          |   |                 |
|   | WEJT-FM                        | 17x Per Week      |       |          |   |                 |
|   | WWGO-FM                        | 17x Per Week      |       |          |   |                 |
|   | WCRA-AM                        | 17x Per Week      |       |          |   |                 |
|   | WKRV-FM                        | 17x Per Week      |       |          |   |                 |
| <b>136 Spots Total</b>  |                                |                   |       |          |   |                 |
| <b>Taylorville/Pana/Shelbyville</b>   | <b>2 Weeks Total</b>           |                   |       |          |   |                 |
|   | WTIM-AM                        | 34x Per Week      |       |          |   |                 |
|   | WMKR-FM                        | 34x Per Week      |       |          |   |                 |
|   | WRAN-FM                        | 34x Per Week      |       |          |   |                 |
| <b>204 Spots Total</b>  |                                |                   |       |          |   |                 |
| <b>Clinton Cluster</b>  | <b>2 Weeks Total</b>           |                   |       |          |   |                 |
|   | WHOW-FM                        | 36x Per Week      |       |          |   |                 |
|   | WHOW-AM                        | 36x Per Week      |       |          |   |                 |
| <b>144 Spots Total</b>  |                                |                   |       |          |   |                 |
| <b>Kewanee Cluster</b>  | <b>3 Weeks Total</b>           |                   |       |          |   |                 |
|   | WKEI-AM                        | 46x Per Week      |       |          |   |                 |
|   | WJRE-FM                        | 46x Per Week      |       |          |   |                 |
|   | WYEC-FM                        | 46x Per Week      |       |          |   |                 |
|   | WGEN-AM                        | 46x Per Week      |       |          |   |                 |
| <b>368 Spots Total</b>  |                                |                   |       |          |   |                 |
| <b>Key Extended Outdoor</b>   |                                |                   |       |          | <b>4 Weeks Total</b>  |                 |
|   |                                |                   |       |          | 37 Boards in 19 counties  |                 |
|   |                                |                   |       |          | 4 Bonus Boards  |                 |
|   |                                |                   |       |          | Adams/Brown/Bureau/Grundy/Hancock/<br>Henry/Iroquois/Kankakee/Know/LaSalle/<br>Livingston/Logan/Macon/Marshall/Pike<br>Putnam/Sangamon/Warren/Southern Will |                 |
|   |                                |                   |       |          | <b>41 Boards Total</b>  |                 |

For additional information, see the following documents:

2009 Media Summary - 2008 review and 2009 campaign overview and schedule

2009 Outdoor Locations - detailed location listing

2009 Print Listing - supplemental advertising for Southwest and Southeast zones; includes list of newspapers