

Broadcast Weeks	2012												2013												Total # of Issues/ Spots/ Months/mps	Total Net Cost	% of Spend
	Q3			Q4			Q1			Q2			Q3			Q4											
	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December									
Holidays/Observances:	4th of July		Labor Day	Columbus Day	Halloween Election Veteran's Day Thanksgiving		Christmas Eve/Day	New Year's Eve/Day	Valentine's Day	President's Day	Daylight Savings Begins	St. Patrick's Day	Easter	April Fool's Day	Earth Day	Cinco de Mayo	Mother's Day	Memorial Day	Father's Day								
Nielsen Sweeps:	July (6/28-7/25)				November (10/25-11/21)			Jan-Feb (1/31-2/27)								May (4/25-5/22)											
Broadcast Events:		Summer Olympics (7/27-8/12)	Premiere Weeks	World Series	CMA Awards Amer. Music Awards Macy's Thanks Parade		Rose Parade	Golden Globes	Super Bowl	Grammy Awards	Academy Awards				KY Derby		Preakness	Indy 500	NBA Finals Stanley Cup Finals								
Featured Product	All Brands	All Brands	All Brands	AB/FF/MM	FF/MTM/AB		Wild Card	MegaMillions	PowerBall	MM/MT Cash	MT Cash/Hot Lotto	Hot Lotto/\$10 Spot															
TV (Overall)		News Only Buy \$27,450	\$30,610	\$15,140	\$47,100	\$81,620		\$47,130								\$39,160	\$13,725										
Supplemental Cable (Eastern Montana area by county)																	\$1,290	\$645									
TV Sub-Total:	\$0	\$27,450	\$30,610	\$15,140	\$47,100	\$81,620	\$0	\$47,130	\$0	\$0	\$39,160	\$13,725															
Radio																											
Radio Sub-Total:	\$0	\$0	\$0	\$0	\$168	\$168	\$21,654	\$0	\$0	\$2,105	\$3,409	\$0	\$0	\$3,132	\$6,998	\$0	\$10,130	\$21,500									
Digital																											
Online (Actualized through February)																											
Text Messaging (costs estimated based on current list)																											
Facebook (Actualized through March)																											
Digital Sub-Total:	\$3,262	\$1,400	\$1,450	\$10,588	\$8,237	\$8,895	\$8,967	\$8,475	\$10,600	\$8,270	\$9,820	\$21,525															
Outdoor																											
Posters (10'6"x22'9"; costs estimated)																											
Digital BB (2012 Contract; funded in '12)																											
Digital BB (2013 contract for 13, 4 week flights; starts 7/17)																											
Outdoor Sub-Total:	\$3,091	\$3,091	\$3,091	\$3,091	\$3,091	\$3,091	\$3,091	\$3,091	\$6,182	\$3,091	\$3,091	\$13,091															
Booked by Montana Lottery																											
Learfield Communications - Grizzly/Bobcat Athletics																											
Football																											
MSU Bobcat Schedule (Saturdays unless noted)																											
UM Grizzly Schedule (Saturdays)																											
Basketball (estimated schedule based on '11-'12 season)																											
All Season																											
Planned Media Sub-Total:	\$6,353	\$31,941	\$35,151	\$28,819	\$58,596	\$124,594	\$12,058	\$58,696	\$22,296	\$11,361	\$62,201	\$69,841															

Revisions from 5.1.13 Flowchart:
 -Overall: Added Outdoor production costs to total column for MegaMillions supplemental cost (+\$2,775)
 -Radio: Added MegaMillions supplemental June flight (+\$21,500)
 -Digital: Added supplemental Online (+\$7,500) and Facebook (+\$3,100) in June for MegaMillions
 -Outdoor: Added supplemental Outdoor for MegaMillions in June (+\$10,000)

Creative Key:
 \$10 Spot
 25th Anniversary
 All Brands
 Fantasy Football
 Hot Lotto
 Montana Millionaire
 MegaMillions Jackpot Alert
 Montana Cash
 PowerBall Jackpot Alert
 Scratch
 Wild Card
 Winning Numbers

Planned Media Sub-Total: \$521,907 100%
 Research Costs (Nielsen/Arbitron): \$13,420
 Media Sub-Total: \$535,327
 Hot Lotto Creative Cost: \$5,000
 MegaMillions Outdoor Production Costs (estimated): \$2,775
 Sub-Total: \$543,102
 Budget: \$565,000
 Overage/(Underage): (\$21,898) -4%

