

# MICHIGAN ECONOMIC DEVELOPMENT CORPORATION 2009 MEDIA PLAN

Month:	January '09					February					March					April					May					June					July					August					September					October					November					December				
Monday:	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	5	12	19	26	1	8	15	22	29	
Week Number	1	2	3	4	5	6	7	8																																																				
HOLIDAYS	Week of: H															H					H										H					H																								

## ADVERTISING

### State

#### Various Media

<b>-Millennials</b>		Examine in-state opportunities targeting Millennials such as: -Digital -Non-traditional media (JiWire) -Event Marketing	

#### Television

<b>CABLE INTERCONNECT</b>	

#### Print

<b>-C-Level</b>	Crain's Detroit Business: -12 insertions in Crain's Detroit Business and ad in 2009 NAIAS Program
<b>Michigan Business Review</b>	Replicate 2008 Michigan Business Review Sponsorship - Print, Online, Presenting Sponsor of Deals of the Year (West MI and Ann Arbor), and Innovation Green Books
<b>Michigan Chronicle*</b>	

#### Radio

<b>WJR-AM</b>	
<b>WWJ-AM</b>	
<b>MSU Dubai Campus Grand Opening - Nov 2008</b>	



