

Chicago Automobile Trade Association January-April 2015

	Dec		January				February				March				April			
Media Elements	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	
General Market TV Broadcast & Cable Adults 25+	█								█									
General Market Radio Major Stations Multiple Formats Adults 25+	█								█				█					
Digital DriveChicago.com	█																	
Home Page Takeovers Targeted 3rd Pary Sites	█						█		█									
Chicago Auto Show Banners, Car Toppers On Auto Show Web Site Auto Show Guide Print						█												

Broadcast months; TRPs and Weeks dependent upon total funding

New Lease Laws Media Recap

- ▶ Television: Over 2,000 messages will air during first quarter 2015 delivering:
 - 124,690,000 gross ad impressions among Adults 25+ via the major broadcast stations and cable
 - 98% reach of that target who will see the spots an average of 19 times each
- ▶ Program highlights: In addition to early morning talk shows, early & late news and late fringe, viewers will be exposed to Lease spots in:
 - Tournament of Roses
 - Rose Bowl
 - Cotton Bowl
 - Sugar Bowl
 - NFL Wild Card Games
 - AFC Division Playoff
 - AFC Championship
 - NFC Sat & Sun Playoffs
 - NFL Division Playoff
 - NFC Conference Championship
 - NCAA Big 10 Championship
 - 60 Minutes
 - The Good Wife
 - Scandal
 - Chicago Bulls
 - Chicago Blackhawks



- ▶ Radio: Over 3,000 spots will air on 16 stations covering all life-style listening and will deliver
 - 67,733,000 gross ad impressions among Adults 25+
 - Reach 93% of that target group who will hear the message an average of 11 times

WBBM-FM	96.3	Top 40	WLUP-FM	97.9	Classic Rock
WDRV-FM	97.1	Classic Rock	WMVP-AM	1000	Sports Talk
WGN-AM	720	News/Talk	WSCR-AM	670	Sports Talk
WILV-AM	100.3	Adult Hits	WTMX-FM	101.9	Adult Top 40
WJMK-FM	104.3	Classic Hits	WUSN-FM	99.5	Country
WKSC-FM	103.5	CHR	WVAZ-FM	102.7	Urban AC
WLS-AM	890	News/Talk	WXRT-FM	93.1	Adult Alternative



▶ Digital: Dominant Home Page Takeovers and various “push down” Properties on the top Media Partner sites

- ABC 7
 - CBS WBBM-TV
 - NBC 5
 - WGN-TV
 - FOX Chicago
- Chicago Tribune
CBS Radio Group
WGN Radio
The Mix Radio
ESPN Radio Chicago

