MGM RESORTS INTERNATIONAL™

2011 MIRAGE MEDIA RECOMMENDATION
BRANDING

Mirage LAS VEGAS

BRANDING		JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE				JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER				DECEMBER					TOTAL INSERTIONS
GREY = PLACED	9/12/2011	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	
TELEVISION	DESCRIPTION																																																								
LOS ANGELES	TOURIST																																																								0
KABC, KNBC, KCBS, KTTV	MORNING NEWS :15 BILLBOARDS 50 TRP'S																				50	50		50	50		50	50																													6
CHICAGO	TOURIST																																																								
WBBM, WLS, WMAQ, WFLD	64% MORNING NEWS :15 BILLBOARDS 75 TRP'S														75	75		75		75													75	75		75		75																			8
WBBM, WLS, WMAQ, WFLD	36% PRIME ACCESS :15 BILLBOARDS 75 TRP'S														75	75		75		75													75	75		75		75																			4
TELEVISION	SUBTOTAL																																																								18
RADIO	DESCRIPTION																																																								
LOS ANGELES	TOURIST																																																								
LA TRAFFIC NETWORK	TOTAL TRAFFIC/INET COMBO SPOTS																			22	21		22	23		22	22																													132
CHICAGO	TOURIST																																																								
CH TRAFFIC NETWORK	METRO SPOTS														25	25	25	25	25	25													25	25	25	25	25	25																			300
RADIO	SUBTOTAL																																																								432
PRINT	DESCRIPTION																																																								
LAS VEGAS	LOCAL																																																								
NEON	FP4C GOLDEN SUM GIVEAWAY																																																								1
PRINT																																																									
OUTDOOR	DESCRIPTION																																																								
LOS ANGELES	TOURIST																																																								
GROVE	GRV34						1/24/11-5/15/11																	5/30/11-1/1/12																																		47
GROVE	BONUS BACKLITS 2														4/1/11-5/15/11									5/30/11-9/30/11																																25
GROVE	GRV27-31						1/24/11-5/15/11																	5/30/11-1/1/12																																47
SANTA MONICA PLACE	SM05						1/24/11-5/15/11																	5/30/11-1/1/12																																47
CHICAGO	TOURIST																																																								
PRIME POINT MEDIA	COFFEE SLEEVES W/ HEAT INK														3/28-5/8																		8/1-9/11																							12
CBS BILLBOARD #1305	STATIC BOARD 75x49														3/28-4/24																																									1
CBS BILLBOARD #1325	STATIC BOARD 14x48														3/28-5/8																																									1
VAN WAGNER #C2004	STATIC BOARD 14x48														3/28-5/8																																									1
VAN WAGNER #C2008	WALLSCAPE 28x48														3/28-5/1																																									1
VAN WAGNER #C2070	SPECTACULAR 20x20														3/28-5/8																																									1
PRODUCTION FOR OOH															3/28-5/8																																									1
OUTDOOR	SUBTOTAL																																																								183
PROMOTIONAL	DESCRIPTION																																																								
LAKERS SPONSORSHIP	NOV- NOV	JANUARY					FEBRUARY				MARCH				APRIL				MAY																																						5
PLACEHOLDER																																																		NOVEMBER						1
PROMOTIONAL	SUBTOTAL																																																								6
INTERNET	DESCRIPTION																																																								
INTERACTIVE	VARIOUS WITH FOCUS ON LA AND CH	JANUARY					FEBRUARY				MARCH				APRIL				MAY					JUNE				JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER				DECEMBER					12
INTERNET	SUBTOTAL																																																								12

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Plan updated: 11/16/20147:43 PM