

WorkAlert Campaign

Survey of Businesses

Direct Mail

Radio Ads

Online Ads

Januray

February

In field

23-Feb

March

Report 3/15

3/1-3/15

3/1 start

April

May

5/11-5/29

5/15 end

June

18-May

July

August

September

9/1 start

October

19-Oct

11

Nov



Estimate Report

Ethos Marketing and Design
907 Main Street

Westbrook ME 04092
Phone: 207-856-2610 x245
Fax: 207-856-2609

Advertiser: Office of Substance Abuse
brand: -No brand-
product: -No product-
Campaign: Work Alert 2009
Estimate # 093193
Campaign Dates: 3/1/2009 - 9/30/2009

Date: 2/26/2009 2:28:54 PM

Office of Substance Abuse

Vendor	Insert Date	Ad Size & Type	Position	Circulation
Mainebiz	3/1/09 - 5/30/09	Daily E-News Skyscraper 120 x 600	Thursday Left	Daily E-news opt-in (3 mo)--14769
Mainebiz	3/9/09	1/4 Page B&W	Guaranteed "By the Numbers"	Total paid & non-paid--11650
Mainebiz	5/18/09	1/4 Page B&W	Guaranteed "By the Numbers"	Total paid & non-paid--11650
Mainebiz	9/1/09 - 9/30/09	Daily E-News Skyscraper 120 x 600	Thursday Left	Daily E-news opt-in subscribers--4923
Mainebiz	9/7/09	1/4 Page B&W	Guaranteed "By the Numbers"	Total paid & non-paid--11650
Mainebusiness.com	3/1/09 - 3/31/09	Medium Rectangle 300 x 250	Home page	Medium Rectangle Imps--30000
Mainebusiness.com	4/1/09 - 4/30/09	Medium Rectangle 300 x 250	Home page	Medium Rectangle Imps--30000
Mainebusiness.com	5/1/09 - 5/31/09	Leader Board 728 x 90	Home page	Leaderboard Imps--30000
Mainebusiness.com	9/1/09 - 9/30/09	Leader Board 728 x 90	Home page	Leaderboard Imps--30000
Pressherald.com	3/1/09 - 3/31/09	Leader Board 728 x 90	pressherald.com/business	Workalert 09 LB imps--50000
Pressherald.com	4/1/09 - 4/30/09	Leader Board 728 x 90	pressherald.com/business	Workalert 09 LB imps--50000
Pressherald.com	5/1/09 - 5/31/09	Leader Board 728 x 90	pressherald.com/business	Workalert 09 LB imps--50000
Pressherald.com	9/1/09 - 9/30/09	Leader Board 728 x 90	pressherald.com/business	Workalert 09 LB imps--50000

Radio Spot Calendar By Station

powered by SmartPlus®



Market: BANGOR
 Client: Office of Substance Abuse
 Brand: none
 Product: none
 Campaign: Work Alert Radio 2009
 Flight Dates: Mar 02, 2009 - May 31, 2009
 Survey: Spring 08, Fall 08

Buyer: Daria Cullen
 Estimate: 093193
 Rate Tier: Station Gross
 Station(s): WBFB-FM, WVOM-FM

Ethos Marketing and Design
 907 Main Street
 Westbrook, ME 04092
 207-856-2610 x245

Date: 2/26/2009 12:33:24 PM

Weekly Distribution

Station	Day(s)	Time	Len	Format	Mar 02	Mar 09	May 11	May 18	May 25	Spots
WBFB-FM										
AM	MTWTF--	07:00 am - 10:00 am	60	Country	5	5	5	5	5	25
MD	MTWTF--	10:00 am - 03:00 pm	60	Country	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 06:00 pm	60	Country	5	5	5	5	5	25
DA	MTWTFSS	06:00 am - 12:00 am	60	Country	20	20	20	20	20	100
WBFB-FM Spot Total					40	40	40	40	40	200.0
WVOM-FM										
AM	MTWTF--	06:00 am - 09:00 am	60	News/Talk	10	10	10	10	10	50
MD	MTWTF--	09:00 am - 12:00 pm	60	News/Talk	10	10	10	10	10	50
MD	MTWTF--	12:00 pm - 03:00 pm	60	News/Talk	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 05:00 pm	60	News/Talk	10	10	10	10	10	50
WD	MTWTFSS	06:00 am - 12:00 am	60	News/Talk	20	20	20	20	20	100
WVOM-FM Spot Total					60	60	60	60	60	300.0
Weekly Schedule					100	100	100	100	100	500

Radio Spot Calendar By Station

powered by SmartPlus®



Market: AUGUSTA-WATERVILLE
 Client: Office of Substance Abuse
 Brand: none
 Product: none
 Campaign: Work Alert Radio 2009
 Flight Dates: Mar 02, 2009 - May 31, 2009
 Survey: Fall 08

Buyer: Daria Cullen
 Estimate: 093193
 Rate Tier: Station Gross
 Station(s): WABK-FM, WCME-FM

Ethos Marketing and Design
 907 Main Street
 Westbrook, ME 04092
 207-856-2610 x245

Date: 2/26/2009 12:31:20 PM

Weekly Distribution

Station	Day(s)	Time	Len	Format	Mar 02	Mar 09	May 11	May 18	May 25	Spots
WABK-FM										
AM	MTWTF--	06:00 am - 07:00 pm	60	Super Hits	20	20	20	20	20	100
DA	MTWTF--	06:00 am - 07:00 pm	60	Super Hits	20	20	20	20	20	100
WABK-FM Spot Total					40	40	40	40	40	200.0
WCME-FM										
AM	MTWTF--	06:00 am - 09:00 am	60	News/Talk	10	10	10	10	10	50
MD	MTWTF--	09:00 am - 12:00 pm	60	News/Talk	5	5	5	5	5	25
MD	MTWTF--	12:00 pm - 03:00 pm	60	News/Talk	6	6	6	6	6	30
PM	MTWTF--	03:00 pm - 06:00 pm	60	News/Talk	5	5	5	5	5	25
DA	MTWTF--	06:00 am - 07:00 pm	60	News/Talk	20	20	20	20	20	100
WCME-FM Spot Total					46	46	46	46	46	230.0
Weekly Schedule					86	86	86	86	86	430

Radio Spot Calendar By Station

powered by SmartPlus®



Market: PORTLAND-AUBURN
 Client: Office of Substance Abuse
 Brand: none
 Product: none
 Campaign: Work Alert Radio 2009
 Flight Dates: Mar 02, 2009 - May 31, 2009
 Survey: Spring 08, Fall 08

Buyer: Daria Cullen
 Estimate: 093193
 Rate Tier: Station Gross
 Station(s): WGAN-AM, WJJB-FM,
 WPEI-FM, WYNZ-FM

Ethos Marketing and Design
 907 Main Street
 Westbrook, ME 04092
 207-856-2610 x245

Date: 2/26/2009 12:34:24 PM

Weekly Distribution

Station	Day(s)	Time	Len	Format	Mar 02	Mar 09	May 11	May 18	May 25	Spots
WGAN-AM										
AM	MTWTF--	06:00 am - 09:00 am	60	News/Talk	10	10	10	10	10	50
MD	MTWTF--	09:00 am - 12:00 pm	60	News/Talk	5	5	5	5	5	25
MD	MTWTF--	12:00 pm - 03:00 pm	60	News/Talk	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 06:00 pm	60	News/Talk	5	5	5	5	5	25
DA	MTWTF--	06:00 am - 07:00 pm	60	News/Talk	8	8	8	8	7	39
WGAN-AM Spot Total					38	38	38	38	37	189.0
WJJB-FM										
AM	MTWTF--	06:00 am - 10:00 am	60	All Sports	10	10	10	10	10	50
MD	MTWTF--	10:00 am - 03:00 pm	60	All Sports	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 06:00 pm	60	All Sports	10	10	10	10	10	50
DA	MTWTF--	06:00 am - 07:00 pm	60	All Sports	8	7	8	8	7	38
BB	MTWTF--	06:00 am - 07:00 pm	10	All Sports	5	5	5	5	5	25
WJJB-FM Spot Total					43	42	43	43	42	213.0
WPEI-FM										
AM	MTWTF--	06:00 am - 10:00 am	60	All Sports	10	10	10	10	10	50
MD	MTWTF--	10:00 am - 03:00 pm	60	All Sports	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 06:00 pm	60	All Sports	10	10	10	10	10	50
DA	MTWTF--	06:00 am - 07:00 pm	60	All Sports	8	7	8	8	7	38
BB	MTWTF--	06:00 am - 07:00 pm	10	All Sports	5	5	5	5	5	25
WPEI-FM Spot Total					43	42	43	43	42	213.0
WYNZ-FM										
AM	MTWTF--	07:00 am - 10:00 am	60	Oldies	10	10	10	10	10	50
MD	MTWTF--	10:00 am - 03:00 pm	60	Oldies	10	10	10	10	10	50
PM	MTWTF--	03:00 pm - 06:00 pm	60	Oldies	5	5	5	5	5	25
DA	MTWTF--	06:00 am - 07:00 pm	60	Oldies	7	6	7	6	6	32
BB	MTWTF--	06:00 am - 07:00 pm	10	Oldies	5	5	5	5	5	25
WYNZ-FM Spot Total					37	36	37	36	36	182.0
Weekly Schedule					161	158	161	160	157	797