

**SOUTH CAROLINA PARKS, RECREATION AND TOURISM  
2012 MEDIA PLAN**

MEDIA	JAN			FEB				MAR				APR				MAY				JUN				JULY				AUG				SEPT				OCT				NOV				DEC								
	(Monday Broadcast Dates)	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10
<b>LEISURE CAMPAIGN</b>																																																				
<u>Television</u>																																																				
<b>Fox O&amp;Os</b> <small>in Atlanta, Chicago, New York, Philly, DC</small>																																																				
<b>Cox Cross Media</b> <small>in Charlotte, Augusta, Savannah</small>																																																				
<u>Print</u>																																																				
<b>Better Homes &amp; Garden</b>																																																				
<b>PARENTS Magazine</b>																																																				
<b>MORE Magazine</b>																																																				
<b>Travel + Leisure</b>																																																				
<b>Southern Living</b>																																																				
<u>Internet</u>																																																				
<b>Turn - EOM</b>																																																				
<b>Trip Advisor</b>																																																				
<b>Time Inc. Access Network &amp; T+L</b>																																																				
<b>NBC.com</b>																																																				
<b>Brightrill</b>																																																				
<b>SAY</b>																																																				
<b>Meredith</b>																																																				
<b>Facebook/BLINQ</b>																																																				
<b>Millennial Media</b>																																																				
<b>Search</b>																																																				
<b>GOLF CAMPAIGN</b>																																																				
<u>Television</u>																																																				
<b>The Golf Channel</b>																																																				
<u>Print</u>																																																				
<b>Golf Digest</b>																																																				
<b>GOLF Magazine</b>																																																				
<b>SI Golf Plus</b>																																																				
<b>Sports Illustrated</b>																																																				
<u>Internet</u>																																																				
<b>Media 6 Degrees</b>																																																				
<b>Turner Sports</b>																																																				
<b>Weather.com</b>																																																				
<b>GolfDigest.com</b>																																																				
<b>GolfChannel.com</b>																																																				
<b>IN-STATE/BUFFER MARKET CAMPAIGN</b>																																																				
<u>Television</u>																																																				
<b>Bob Redfern's Outdoor Magazine - TV</b> <small>airs on VERSUS and FOX SPORTS SOUTH</small>																																																				
<u>Radio</u>																																																				
<b>ClearChannel</b> <small>in Asheville, Augusta, Charleston, Charlotte-Gastonia-Rock Hill, Chattanooga, Columbia, Greensboro-Winston Salem, Greenville-Spartanburg, Macon, Savannah</small>																																																				
<b>KMG Radio</b> <small>in Florence, Myrtle Beach, Knoxville</small>																																																				
<u>Internet</u>																																																				
<b>Turn</b>																																																				
<b>Quadrant One</b>																																																				
<b>Outdoor Hub</b>																																																				