



MICHIGAN CREDIT UNION LEAGUE
OMNI-CHANNEL CAMPAIGN FOR 2014



		APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER									
		31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22			
Alpena																																											
Television	Adults 25-54	125	125						125	125															125	125																	
Radio	Alpena County	X	X						X	X			X	X				X	X							X	X			X	X												
Radio	Alcona County	X	X						X	X			X	X				X	X							X	X			X	X												
Radio	Presque Isle County	X	X						X	X			X	X				X	X							X	X			X	X												
Digital Radio	Pandora A18-34					X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X																
Statewide Cable		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Paid Search	Google/Yahoo/Bing, etc.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Mobile	xAd					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Display	RocketFuel *					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																
Digital Display	LIN **					X	X	X	X					X	X	X	X							X	X	X	X																
Digital Display	Reserve																																										
	Total Cost Alpena																																										
Berrien/Cass																																											
Radio	Berrien/Cass County	X	X						X	X			X	X				X	X							X	X			X													
Digital Radio	Pandora A18-34					X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X																
Statewide Cable		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Paid Search	Google/Yahoo/Bing, etc.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Mobile	xAd					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Display	RocketFuel *					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																
Digital Display	LIN **					X	X	X	X					X	X	X	X							X	X	X	X																
Digital Display	Reserve																																										
	Total Cost Berrien/Cass																																										
Detroit																																											
Television	Adults 25-54	153	152						152	153																																	
Radio - Detroit	Adults 25-54	164	166						164	166								166	165							164	166			161													
Radio	Ann Arbor	X	X						X	X			X	X				X	X							X	X			X													
Radio	St. Clair County	X	X						X	X			X	X				X	X							X	X			X													
Radio	Lenawee County	X	X						X	X																X	X																
Radio	Livingston County	X	X						X	X			X	X				X	X							X	X			X													
Radio	Monroe County	X	X						X	X			X	X				X	X							X	X			X													
Digital Radio	Pandora A18-34					X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X																
Statewide Cable		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Paid Search	Google/Yahoo/Bing, etc.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Digital Outdoor	11 locations		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Digital Mobile	xAd					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Digital Display	RocketFuel *					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X																
Digital Display	LIN **					X	X	X	X					X	X	X	X							X	X	X	X																
Digital Display	Reserve																																										
	Total Cost Detroit																																										
Flint / Saginaw / Bay City																																											
Television	Adults 25-54	153	152	153				152	153																150	150			150	150													
Radio - Flint	Adults 25-54	150	151	151				151	151								150	151							151	151			150	151													
Radio	Saginaw	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Arenac County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Graiot County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Iosco County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Isabella County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Midland County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Ogemaw County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Radio	Tuscola County	X	X	X				X	X				X	X				X	X							X	X			X	X												
Digital Radio	Pandora A18-34					X	X	X	X	X	X	X	X	X				X	X	X	X	X	X	X	X	X	X																
Statewide Cable		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Paid Search	Google/Yahoo/Bing, etc.		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X								
Digital Outdoor	6 locations		X	X	X	X	X	X	X																																		

