

**Campaign: CTC+Partners 2009**

**Market: Germany**

**Revision: 4**

**Date: November 4, 2008**

MEDIUM	AD FORMAT	Jan				Feb				Mar					Sep				Oct				Nov				Dec			
		5	12	19	26	2	9	16	23	2	9	16	23	30	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
<b>ONLINE</b>																														
Display	Rich & Banners																													
Streaming Video	15-Second Spots																													
Cost-per-Click Program	Leaserboard, Big Box, Skyscraper																													
Search	General Key Words																													
	Campaign Key Words																													
Email	Text/Links																													
Radar	Social Media																													
<b>OOH</b>																														
City Light Posters: Munich	1,040 Street Posters																													
City Light Posters: Frankfurt	680 Street Posters																													
City Light Posters: Hamburg	639 Street Posters																													
<b>TOTAL ESTIMATED SPEND</b>																														

**Spring/Fall Split**

**72%/28%**