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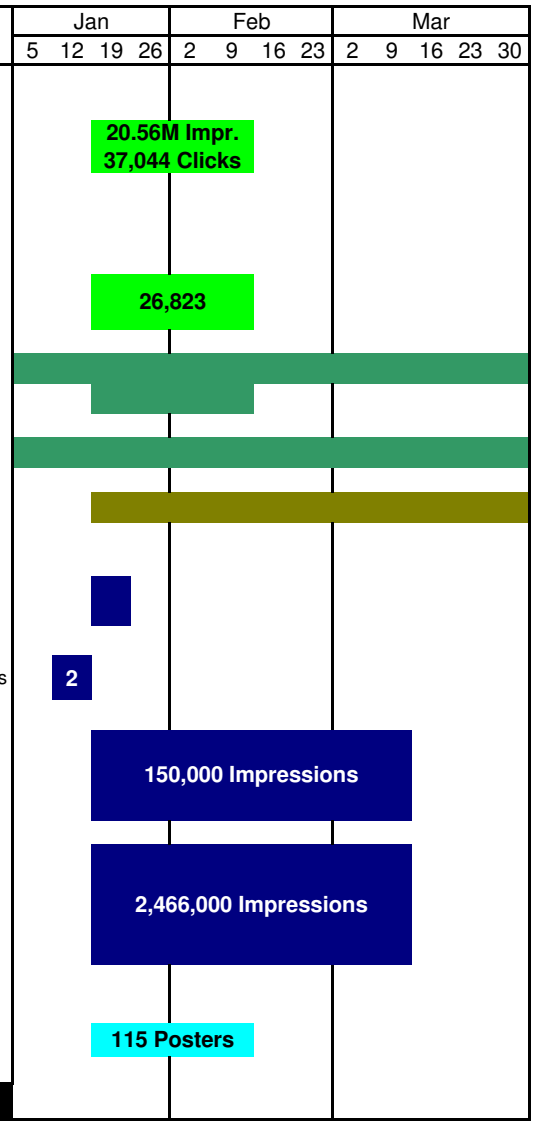
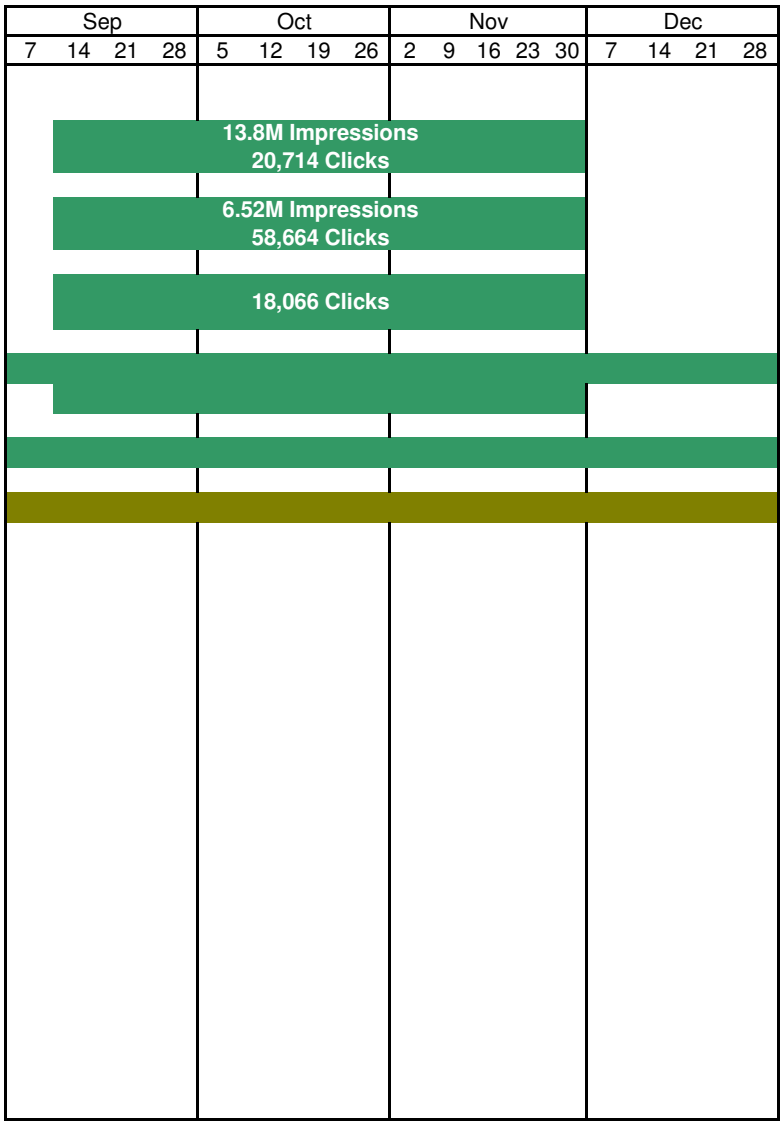
OMD INSIGHTS • IDEAS • RESULTS

Campaign: CTC+Partners 2009
Market: UK
Revision: 3
Date: November 6, 2008

MEDIUM	AD FORMAT
ONLINE	
Display	Rich & Banners
Streaming Video	15-Second Spot
Cost-per-Click Program	Leaderboard, Big Box, Skyscraper
Search	General Key Words Campaign Key Words
Email	Text/Links
Radar	Social Media
The Times Supplement Package	
Saturday Times Newspaper	12-Page Supplement: incl. OBC + 4 Half Page Ads
Saturday Times Newspaper	Pre-Promote Small Space Ads
Microsite	Digital Supplement Interactive Map Additional Articles & Links
Online Traffic Drivers	Various Co-Branded Superskys Promo Links 2x Travel Bulletins
OOH	
London Underground	48 Sheets
TOTAL ESTIMATED SPEND	





Spring/Fall Split **58%/42%**