media schedule

Client	Campaign	Period	Status	Date
VirtuallySorted	Launch	Jan05	Proposed	25-Oct-04

Media	Description	Circ	CM's	Cols	SCC	no / insert	Total / insert	Total Cost	DATES											
									Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Timeline:											**Mothers Day**								**Xmas**	
Lifestyle Press																				
Enterprising Glasgow	Glasgow City Council Business Magazine - free editorial		FREE			1	£0.00	£0.00		X										
Evening Times	ROP	95,121	8	2	£30.68	0	£490.88	£0.00			X								X	
Sunday Herald Magazine	ROP	57,269	8	2	£15.60	1	£249.60	£249.60			X								X	X
The List	Listings & events magazine	18,500	8	2	£16.00	1	£256.00	£256.00											X	
Yell.co.uk	Priority advert					1	£299.00	£299.00	X	X	X	X	X	X	X	X	X	X	X	X
Networking																				
Glasgow Junior Chamber of Commerce						1	£80.00	£80.00	X	X	X	X	X	X	X	X	X	X	X	X
Elevator						0	£0.00	£0.00	X	X	X	X	X	X	X	X	X	X	X	X
Women Into Business						0	£0.00	£0.00	X	X	X	X	X	X	X	X	X	X	X	X
Direct Marketing	**Description**	**Media Cost**	**No. Inserts**	**% Coverage of area**	**Print Cost**		**Total Cost / campaign**	**Total Cost**												
Solus Dustribution through own network	A5 Flyer	£0.00	10,000	N/a	£300.00		£300.00	£300.00												
Newspaper Leaflet Distribution	A5 flyer included with free local newspapers	£1,460.42	97,607	83%	1500		£2,960.42	£0.00												

TOTAL:	£1,184.60