

**Appendix A: TSUSA 2007-2008 Campaign
Online/Offline Media Plan**

MEDIUM/PARTNER	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
BROADCAST														
Chris Robinson Radio														
PRINT														
Star Insert														
Globe Insert														
ONLINE VIDEO ADS														
WeatherNetwork.Com														
ChrisRobinsonTravelShow.Ca														
SPACE ADS (PRINT)														
Vines Magazine														
Gourmet Food & Wine Directory														
Longos Experience Magazine														
BANNER														
Star Online														
Globe Online														
E-MAIL CAMPAIGNS														
SHOWS/PROMOTIONS														
Food & Wine Expo														
Go South														
CAA Promotion														
TRIP PLANNER														
BLOGS, PODCASTS, SOCIAL NETWORK LINKS														
PAY-PER-CLICK														