

As of 10.14.09

Media Mix	Geography/Circ	July	August	September	October	November	December	January	February	March	April	May	June	Client Cost																																								
NATIONAL TELEVISION National Upfront Cable (:30s)* (see networks below) National Television (:30s) (NBC: Today Show & Leno) SPOT TELEVISION Spot TV (:20/:10) Southwest Airlines Co-op MAGAZINES CA Insider: CMG Co-op CA Insider: "True Californians" Print Campaign Food & Wine Travel & Leisure Outside Budget Travel Sunset Saveur Wine Spectator	National National Markets TBC: Dallas, Houston San Antonio Chicago, Denver Phoenix Western Region Fall: 850,000 Spring: 700,000 National	29	6	13	20	27	3	10	17	24	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	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	Client Cost
		Season Premieres	Sweeps			Sweeps/Olympics			Sweeps			Sweeps			Sweeps			40% "SB"/30% "A"/30% "YBB"												60% "Serious Business"/40% "You'll Be Back"												Total TRPs												
		75	75	75	75	70	65	75	75	75	70	65	65	65	850	100% "SB"												100% "Serious Business"												Est. TRPs														
		4	3	3	3	4	3	2	4	4	4	4	4	44	NATIONAL TELEVISION DELIVERY												72.2% Reach / 12.1x Frequency - 50.9% Reach at 3+ Effective Frequency - 1,060,462,000 A25-54 Gross Impressions												100% "Serious Business"															
		FALL CO-OP												SPRING CO-OP												SPRING SWA CO-OP												\$228,235																
		Travel & Leisure												Food & Wine												Outside												\$228,235																
		Budget Travel												Budget Travel												Travel & Leisure												\$436,379																
		Vanc. Sun												"True Californians" P4CB												"True Californians" P4CB												\$424,059																
		Food & Wine												Food & Wine												Food & Wine												\$860,438																
		Travel & Leisure												Travel & Leisure												Travel & Leisure																												
		Outside												Outside												Outside																												
		Budget Travel												Budget Travel												Budget Travel																												
		Sunset												Sunset												Sunset																												
		Saveur												Saveur												Saveur																												
		Wine Spectator												Wine Spectator												Wine Spectator																												
WS												WS												WS																														
NATIONAL MAGAZINE DELIVERY												15.8% Reach / 2.3x Frequency - 5.1% Reach at 3+ Effective Frequency - 46,574,000 A25-54 Gross Impressions												TOTAL NATIONAL PLAN (TELEVISION & MAGAZINE) DELIVERY												76.6% Reach / 11.9x Frequency - 57.2% Reach at 3+ Effective Frequency - 1,107,036,000 A25-54 Gross Impressions																		
OFFLINE TOTAL																																				\$14,557,014																		
INTERACTIVE Southwest Airlines Co-op Travelocity Network Custom Sponsorship - Travelocity.com - I Go / U Go.com Expedia Network Custom Sponsorship - Expedia.com - TripAdvisor.com Orbitz Network - Orbitz.com Advertising Network Test Program - Yahoo & Yahoo Travel - Kayak.com - Travel Ad Network - DestinationAmerica.com Search Engine Marketing - Google.com	Advertising Plus southwest.com												Advertising Plus Custom Sponsorship***												Advertising**												\$109,489																	
	Advertising**												Advertising Plus Custom Sponsorship***												Advertising**												\$290,000																	
	Advertising**												Advertising Plus Custom Sponsorship***												Advertising**												\$461,000																	
	Advertising**												Advertising Plus Custom Sponsorship***												Advertising**												\$150,000																	
	Launch, Test, Optimize^												Launch, Test, Optimize^												Launch, Test, Optimize^												\$239,000																	
	Launch, Test, Optimize^												Launch, Test, Optimize^												Launch, Test, Optimize^												\$360,000																	
	ONLINE TOTAL																																				\$1,609,489																	
	GRAND TOTAL																																				\$16,166,503																	

* National Cable Networks: Bravo, Comedy Central, ESPN, Fine Living, Fuel, Food Network, Golf, HGTV, Lifetime, Nat Geo, Spike, TBS, TNT, TLC, Travel, USA, Versus

** Display advertising targeting travel planners at large, competitive markets (NY, FL for example) and California reinforcement segments run at minimum 20% share of overall advertising volume.

*** During key travel planning periods, the above display advertising runs in conjunction with custom sponsorship package (microsite, promotion, email, email newsletters, content syndication, etc.) at higher share of voice to target segments (general travel planners, competitive markets & California travelers).

^ Ad network segment is a test program to run for one month after launch: once launched, campaign tracked and depending on success either continued in flights throughout the year or allocated to search campaign.

^^ Search to continuously throughout the year, though tracked and optimized based on performance.