

2012 Banking You Can Trust Campaign Media Plan

Outdoor

Outlet: CBS Outdoor

Areas Covered: Atlantic, Essex, Hudson, Morris, Union

Type: Billboard

What: Two billboards per month in the following counties: Atlantic, Essex, Hudson, Morris and Union

Duration: January – December

Total Estimated Impressions: 2,535,803

Outlet: Titan Outdoor

Type: NJ Transit (bus and train)

What: 54 posters at train stations throughout New Jersey and 500 interior bus posters in buses throughout New Jersey

Duration: 1/23/12 – 11/24/12

Total Estimated Impressions: 29,721,752

Radio

Outlet: 101.5 FM

Areas Covered: Nearly all of New Jersey

Type: Radio

What: 17 :60 second ads per week; 3 :10 second ads per week; and 20 live stream (online radio) ads per week. Ads will run the first two weeks of each month.

Duration: January - March

Total Ads: 102 :60 second ads; 18 :10 second ads; and 120 live stream (online radio) ads

Outlet: 101.5 FM

Areas Covered: Nearly all of New Jersey

Type: Radio

What: 14 :60 second ads per week. Ads will run the first two weeks of each month.

Duration: April - December

Total Ads: 252 :60 second ads

Outlet: 94.3 FM ("The Point")

Areas Covered: Middlesex, Eastern Mercer, Monmouth, Northern Ocean

Type: Radio

What: 25 :60 second ads per week. Ads will run the first two weeks of each month.

Duration: January - March
Total Ads: 150 :60 second ads

Outlet: 94.3 FM ("The Point")
Areas Covered: Middlesex, Eastern Mercer, Monmouth, Northern Ocean
Type: Radio
What: 15 :60 second ads per week. Ads will run the third week of each month.
Duration: April - December
Total Ads: 135 :60 second ads

Outlet: 104.9 FM ("SoJo")
Type: Radio
Area Covered: Southern Ocean, Burlington, Camden, Gloucester, Eastern Salem, Cumberland, Atlantic, Cape May
What: 20 :60 second ads per week. Ads will run the first two weeks of each month.
Duration: January - March
Total Ads: 120 :60 second ads

Outlet: 104.9 FM ("SoJo")
Area Covered: Southern Ocean, Burlington, Camden, Gloucester, Eastern Salem, Cumberland, Atlantic, Cape May
Type: Radio
What: 14 :60 second ads per week. Ads will run the third week of each month.
Duration: April - December
Total Ads: 126 :60 second ads

Outlet: 106.7 FM ("LiteFM")
Area Covered: Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union and Somerset
Type: Radio
What: 18 :30 second radio spots running weekly over a 10 week period split between the months below; 10 :30 second streaming (online radio) ads on 1067litefm.com per week over 10 week period split between the months below; 7 on-air mentions as sponsors of Lite FM's "Where to Go, What to Do" report
Duration: Feb., Mar., Apr., June, Sept., Oct.
Total Ads: 180 :30 second ads; 100 :30 second streaming (online radio) ads; 70 on air mentions as sponsor of "Where to Go, What to Do"

Outlet: 100.3 FM ("Z100")
Area Covered: Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union and Somerset

Type: Radio

What: 6 :30 second radio spots running weekly over a 10 week period split between the months below; 10 :30 second streaming (online radio) ads on Z100.com per week over 10 week period split between the months below

Duration: Feb., Mar., Apr., June, Sept., Oct.

Total Ads: 60 :30 second ads; 100 :30 second streaming (online radio) ads

Television

Outlet: NBC 40

Area Covered: Atlantic, Cape May and Cumberland Counties

Type: Television

What: 40 :30 second commercials per month

Duration: January – December

Total Ads: 480 :30 second commercials

Outlet: Cablevision

Zones: Elizabeth, Hudson, Monmouth East, Monmouth West, Newark, Raritan North, Raritan South, Bergen Central, Bergen East, Passaic, Morris

Networks: Animal Planet, Hallmark, OWN, Oxygen, Style, VH1, CTCR, E!, Hallmark Movie Channel, TLC, We, MTV, Headline News (**NOTE: Networks vary by zone.**)

Type: Television

What: :30 second television commercials

Duration: January - December

Total Ads: 9,798 :30 second commercials

Outlet: Comcast

Zones: NY Zones (Union North, Union Central, Union South, Meadowlands, Plainfield, Jersey City, Princeton, Far Hills, Skylands, Middlesex, Monmouth) and Philly Zones (Atlantic, Burlington, Camden West, Gloucester, Mercer, Southwest NJ,)

Networks: NY Zones (Bravo, E!, VH1, MTV, OWN, WE) Philly Zones (Bravo, E!, VH!, Oxygen, Style, AMC)

Type: Television

What: NY Zones: 72/90 (depending on 4 week or 5 week month) :30 second commercials per month | Philly Zones: 66/82 (depending on 4 week or 5 week month) :30 second commercials per month

Duration: January - December

Total Ads: NY Zones: 10,296 :30 second commercials Philly Zones: 5,148 :30 commercials

Print/Web

Outlet: Comcast Digital Entertainment
Area Covered: Entire State of New Jersey

Type: Television

What: 100,000 impressions per month rotating between three sites:
Fandango.com, Eonline.com and Mystyle.com

Duration: January – December

Total Ads: 1,200,000 impressions

Outlet: Press of Atlantic City

Areas Covered: Atlantic, Cape May, Cumberland and Southern Ocean

Type: Print and Web

What: 2x4 Sunday print ads and 100,000 impressions on website per month

Duration: January - December

Total Ads: 52 Sunday Ads; 1,200,000 impressions on website

Business Trade Publications

Outlet: NJ Business Magazine

Type: Print

What: Half-page print ad

Duration: March, August, December

Total Ads: 3

Outlet: NJ Biz

Type: Print

What: one ¼ page ad in August 6 issue on CUs and full-page ad in Book of Lists

Duration: August and December

Total Ads: 2