

Media Campaign Summary

Report for: MOHS Click It Or Ticket 2012 Memorial Day Campaign

Enforcement Period: May 21-June 3, 2012

Paid and Earned Campaign Period: May 14-28, 2012 (fifteen days)

Markets: Statewide coverage of cities, counties and rural areas throughout the state. Particular emphasis with low seat belt usage or projected low seatbelt usage: Washington and LeFlore Counties in MS Delta; Hinds, Rankin, Madison and Holmes Counties in Central MS; Desoto, Panola, Prentiss, Lee, Chickasaw and Pontotoc Counties in North MS; Pike County in Southwest MS.

Primary Target Audience:

Males 18-34: Messages about death, dying and 'do-the-right-thing' do not impress this audience. While most people do not think they will have a traffic accident, they do think they could get a ticket. The more realistic the message, the more likely it can change behavior.

Teens: If this campaign is going to be successful we need to appeal to the target audience with memorable, realistic messages.

African-Americans: By using young local talent and credible spokespersons, we believe we can improve the stats.

Media Mediums: The 2012 "Click It or Ticket" campaign will consider the following mediums. Due to the very short flight, media selection must be restricted to those mediums that will quickly generate total reach potential and will not have exposure after the campaign end date.

- Network and Cable Television Broadcast
- Radio Broadcast and Online Audio Streaming
- Movie Theater Ads
- Digital Outdoor Boards
- Online Ads (Websites, Facebook)
- Print



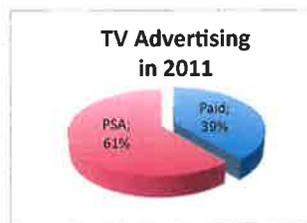
Overall Media Campaign Activity Summary April 2012

In planning any mass media campaign, we acknowledge that the market is more segmented than ever before by diversifying the media mix to maximize our audience exposure to the message. We want to generate the message as frequently as possible in order to affect behavioral change.

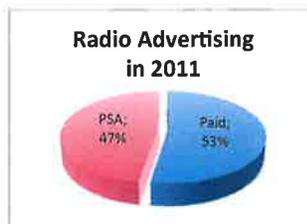
We will negotiate for the best media placement at the lowest possible cost. Mann Agency has extensive in-house resources including Nielsen, Rentrak, Arbitron, and MRI, to analyze quantitative, qualitative, and competitive data for the markets and media.

Additionally, Mann Agency has a proven history of maximizing MOHS's advertising dollars with extensive use of unpaid, public service announcements:

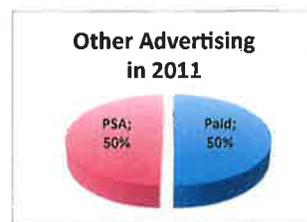
TV Advertising	
Paid	5,435
PSA	8,521
Total	13,956



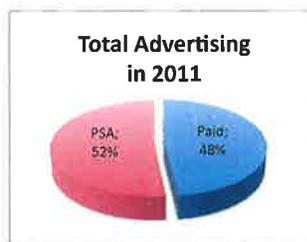
Radio Advertising	
Paid	10,448
PSA	9,420
Total	19,868



Other Advertising	
Paid	9,841
PSA	9,733
Total	19,574



Total Advertising	
Paid	25,724
PSA	27,674
Total	53,398



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Our media planning process involves up-front, in-depth media analyses. Major emphasis is placed upon finding unique media opportunities and negotiating rates to provide cost effective media solutions. We provide experience in radio, television, print, web, and outdoor placement.

The result? A more efficient, effective media plan that boosts the Return on Investment by giving the power to engage consumers with highly relevant messages precisely when they're most receptive.

We determine programming based on up-to-date Neilson and Rentrak ratings. Media alternatives are analyzed based upon criteria that include the medium's effectiveness in reaching the potential audience based upon composition, coverage and efficiency. We seek the highest rated program for the lowest cost per point, the reach and highest percentage of the target audience that will be exposed to the advertising message, and frequency that the message should be seen/heard by the target audience.

The overall objective is to effectively reach teens ages 16-20, African-Americans and males 18-34 through a heavily-concentrated two-week media campaign with one key message – wear your seatbelt – in order to affect positive change. We will accomplish this objective through a media schedule that includes a mix of broadcast network and cable television, radio, outdoor, print and online ads. For the Hispanic market, print plays a primary role. Negotiations revolve around low rates, prime ad placement within appropriate editorial, and value-added packages.

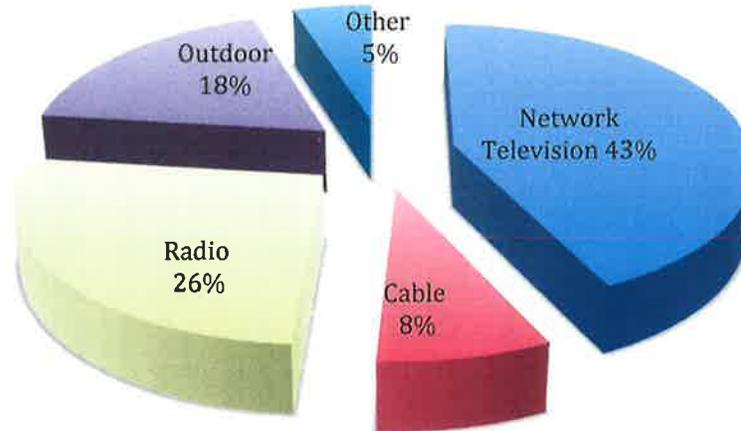
We have approached this campaign as we would a political election we intended to win-pulling out all stops during an intensive two-week blitz. The strategy is to use mass media as the primary driver to publicize our message through network and cable TV. We are placing on programming that ranks very high with the male 18-34 target demographic, and reinforcing the message through radio broadcast, outdoor, print, and social media/online ads with a big teen following.

In addition to performing the actual negotiations, we send out insertion orders and new creative materials as needed. We monitor ads that have been placed to make sure that they run as negotiated. Post-buy analysis will be conducted on the broadcast television buy. We deliver within a 10 percent variance of projected gross ratings points purchased.

We complete change orders as they arise on all media and closely monitor the media for any discrepancies during the campaign. We revise the schedule to reflect the strategies of the national media buy, and follow up by checking media invoices to make sure they match the original negotiated costs.

Television will remain the primary advertising vehicle for the “Click It” campaign. A study by Nielsen titled “A Week in the Life – Weekly Time Spent in Hours: Minutes – By Age Demographic for Entire US Population” indicates traditional television accounts for the vast majority of time spent with a medium.

**Mississippi Office of Highway Safety
Click It or Ticket Campaign
2012 Paid Media Allocation**



Network Television Placement Strategy

With 43% of the budget allocated to network television, television is the primary medium for the 2012 “Click It or Ticket” campaign. Network television is selected to provide audience reach, and cable is used to enhance audience frequency.

Using Neilson and Rentrak viewing data, television opportunities are maximized with the selection of key programs which generate the **greatest number of gross rating points at the lowest possible cost**. Each and every program placement is carefully analyzed to create the most efficient use and highest possible return on investment dollars. Selections include:

- Highly rated prime-time shows favored by our demographic such as **NCIS: LA, America’s Got Talent, American Idol, Criminal Minds, 30 Rock, Big Bang Theory, Modern Family, Celebrity Apprentice, Bones** and **Vampire Diaries**
- Special programs which occur within the campaign window such as **The Billboard Awards, Indy 500, NBA Semi-Finals, Major League Baseball, Charlotte NASCAR, The Preakness, PGA tournaments** and television series finales
- News programming throughout the day to reach viewers with a broad range of viewing habits such as early and mid-morning and early and late fringe news shows

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Ads are placed on **24 local television stations**, and a consistent programming approach is applied throughout the state (with some exceptions made for variations in local tastes). A total of **672 network television commercials** have been placed with an expected average of 245 GRPs per market (male 18-34) before the addition of matching public service announcements. As in the past, each station is expected to match every paid commercial with at least an equal number of unpaid commercials.

Cable Placement Strategy

As detailed in the NHTSA May 2012 mobilization plan, the national campaign emphasizes cable advertising and includes heavy placements on Comedy Central, Spike and MTV. Because of the cable focus at the national level, cable will play a secondary role in the local campaign and accounts for 8% of the overall budget.

At the local level, **602 cable commercials** were placed within **14 regional cable markets**. Networks with the highest GRPs for the target market (BET, USA, TNT, ESPN, etc) were emphasized. Specific insertions into highly rated programs such as **“WWE Smackdown”** (SYFY), **“Monday Night Raw”** (USA) and **“Impact Wrestling”** (Spike) focus on a large, youthful audience. **ESPN** and **BET network** have strong presences within Mississippi, and the HISTORY Channel’s **“Swamp People”** (filmed in Louisiana) has a large local following in the southern region of the state. Both **Ole Miss** and **Mississippi State** had regular season baseball games occurring within the campaign window, as well as probable games within the **SEC conference tournament**.

All fourteen of the individual cable regions carried a similar placement schedule, and the paid cable advertising schedule added another 90 GRPs per market. As in the past, each cable provider matches the number of paid ads with matching, non-paid public service commercials. The addition of cable’s 90 GRPs to network television’s 265 points means that the **total GRPs for television averaged approximately 355 points per market**.

The addition of 602 cable commercials to the 672 network television commercials produced a **total of 1,274 statewide commercials** for **paid cable and network television**.

Radio Placement Strategy

Radio was used to increase frequency and to extend the reach of the base created by television. Radio serves as a reminder for listeners to drive safely and wear their seatbelts and is particularly effective during peak driving times in the morning and late afternoon.

The “Click It or Ticket” radio plan included four spots per day for six days a week during the two-week flight. In each market, radio stations with the highest ratings and broadest coverage are selected by format - country, urban, pop, rock, heavy metal, sports and talk. **A total of 4,116 radio commercials** were scheduled to air over **117 radio stations throughout the state**. Additionally, PSA bonus spots further increased frequency.

Online Placement Strategy

We had a strong presence on websites with the highest number of viewers in the state on the pages most frequented by young males: Facebook, *Clarion-Ledger* Sports page, *Biloxi Sun Herald* Sports and Entertainment pages, *Memphis Commercial Appeal* Mississippi news and sports, and the *Jackson Free Press* entertainment section.

Print Placement Strategy

We placed print 1/2 page full color ads in *La Noticia*, the state's only Hispanic newspaper, and the *Jackson Free Press*, the lead entertainment paper for downtown Jackson.

Movie Theater Placement Strategy

We placed in seven key Metroplex Theaters that played the spot continuously on 73 screens, rotating the ads throughout the day and night during the two-week campaign period. Metroplex Theater locations: Madison (17), Senatobia (4), Columbus (8), Tupelo (10), Corinth (10), Oxford (8), Southaven (16). Although it is hard to quantify how many persons actually viewed the spot, the ad aired approximately 365 times daily for 14 days, appearing 5,110 times. One-half of the showings (2,555) were bonus PSAs airing at no cost.

Digital Outdoor Placement Strategy

The strategy in outdoor media is to build the Click It or Ticket brand through quick, memorable reminders while drivers and passengers are in their vehicle. As the market continues to become more segmented than ever, digital outdoor delivers the message to everyone passing on a daily basis. The state purchased 26 boards that showed in the following areas:

Flowood (3), Jackson (8), Ridgeland (2), Brandon (1), Pearl (1), Metro Pascagoula (2), Biloxi/Gulfport (5), Hattiesburg, (1), Columbus (1) Tupelo (1), Greenville (1). Three bonus boards became available and were noted at the end of the campaign.

Daily Estimated Viewers: 893,634.

Estimated Total Views: 12,510,876.

Creative TV and Radio Broadcast Strategy

While the national television spot was available for states to use, the spot did not have a local feel. The national spot showed teens all over the country, with few African-Americans and no males in their 20s or 30s. We also wanted to emphasize that the three main branches of law enforcement would be out writing tickets: city police, county deputies and sheriffs, and highway patrol.

In Mississippi, many people think that not wearing a seatbelt is no big deal and that they can't get stopped just for not wearing one.

The strategy was to provide law enforcement with a strong creative message to get the public's attention and to improve the delivery by personalizing the message. We want to convince people that if they don't wear their seatbelt, they are likely to be stopped and fined. Campaign objectives:

1. To increase awareness of the importance of seat belt usage by 5 percent compared to the same period last year.
2. To reduce the number of fatalities compared to the same time period last year.
3. To increase law enforcement citations by 1 percent over last year's rate.

If the target audience does not pay attention, we will not be able to change their behavior. Our creative needs to be engaging, interesting and memorable with a decidedly masculine appeal, in a language and tone that our audience understands.

Implementation

The TV broadcast creative strategy centered on a realistic consequence of not wearing a seatbelt -- getting a ticket. The creative does not preach about getting into a wreck -- drivers typically do not believe that they will be involved in a crash, but they do believe

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they could get a ticket. Addressing all of the target audience in one :30 spot was challenging.

We used local officers to stop a car full of teenagers, young white males in a truck, and African-American males in a sports car and tapped into the surprising consequences of not wearing a seatbelt -- breaking the law and getting a ticket.

We selected local law enforcement to "star" in the spot based on their record. This helped boost morale and helped build credibility with the local forces. We represented the three different branches of law enforcement to emphasize that they will all be out in force

together. Mississippi officers were very pleased to see a few of their own "starring" in a statewide broadcast campaign.

We created a clean, simple graphic for the ending by animating a clicking seatbelt against a white background. The TV spot has been posted on the new Facebook page and is scheduled to air throughout the state on cable and network stations. A bonus schedule was awarded on all stations.

For the radio spots, we employed an African-American male teenager recently 'discovered' at a teen rally, where he performed his own seatbelt rap. We took him to a professional recording studio, recorded his rendition, edited the five-minute rap to a :30 format and added professional music and sound effects mix.

Creative Online Strategy

Last year we developed a new Welcome page for Facebook using Flash photos of people of all ages wearing seatbelts and included a brief write-up about the campaign. We also developed a short online opinion survey and a section to post TV and radio spots, stories and interviews. Throughout the campaign, we monitored and edited the CIOT Facebook pages, deleting any inappropriate comments. Mann Agency adapted the TV spot ending into a new logo for Mississippi's Click It Or Ticket Facebook page. The clean, simple graphic has one message: Click It Or Ticket (the required national tagline) and an image of a seatbelt against a white background. The logo provides a strong graphic that

**Mississippi Office of Highway Safety
Memorial Day 2012
"Click It or Ticket" Campaign
May 14 through May 28, 2012**



1437 Old Square Road, Suite 102; Jackson, MS 39211
Phone: 601-362-5424 Fax: 601-362-5425 www.mannagency.com

Summarized

Station	Location	PSA Qty	Paid	Gross	Net	PSA Value
WJTV-TV	Jackson	27	39 \$	8,735.00 \$	7,424.75 \$	6,047.31
WLBT-TV	Jackson	32	30 \$	13,230.00 \$	11,245.50 \$	14,112.00
WAPT-TV	Jackson	16	33 \$	11,185.00 \$	9,507.25 \$	5,423.03
WDBD-TV	Jackson	26	77 \$	7,185.00 \$	6,107.25 \$	2,425.10
WUFX-TV	Jackson	24	22 \$	1,070.00 \$	909.50 \$	1,167.27
WRBJ-TV	Jackson	14	14 \$	1,390.00 \$	1,181.50 \$	1,390.00
WPMB-TV 18	Pearl	105	- \$	- \$	- \$	525.00
WXXV-TV	Gulfport	50	25 \$	4,400.00 \$	3,740.00 \$	8,800.00
EXXV-TV	Gulfport	42	24 \$	640.00 \$	544.00 \$	1,120.00
WLOX-TV	Biloxi	8	38 \$	13,190.00 \$	11,211.50 \$	2,776.84
WLOX-TV	Biloxi	2	1 \$	290.00 \$	246.50 \$	580.00
WHLT-TV	Hattiesburg	43	31 \$	2,585.00 \$	2,197.25 \$	3,585.65
WDAM-TV	Hattiesburg	23	22 \$	6,360.00 \$	5,406.00 \$	6,649.09
WDAM-TV	Hattiesburg	-	1 \$	150.00 \$	127.50 \$	-
WHPM-TV	Hattiesburg	80	22 \$	1,340.00 \$	1,139.00 \$	4,872.73
WTOK-TV	Meridian	30	26 \$	4,105.00 \$	3,489.25 \$	4,736.54
WMDN-TV	Meridian	22	22 \$	2,525.00 \$	2,146.25 \$	2,525.00
WGBC-TV	Meridian	24	24 \$	2,045.00 \$	1,738.25 \$	2,045.00
EGBC-TV	Meridian	24	24 \$	3,880.00 \$	3,298.00 \$	3,880.00
WTOK-TV	Meridian	-	1 \$	75.00 \$	63.75 \$	-
WCBI-TV	Columbus	22	22 \$	4,270.00 \$	3,629.50 \$	4,270.00
ECBI-TV	Columbus	14	\$	- \$	- \$	111.05
WTVA-TV	Tupelo	26	26 \$	4,260.00 \$	3,621.00 \$	4,260.00
WLOV-TV	Tupelo	19	20 \$	4,285.00 \$	3,642.25 \$	4,070.75
WKDH-TV	Tupelo	23	23 \$	1,820.00 \$	1,547.00 \$	1,820.00
WABG-TV	Greenville	40	34 \$	3,990.00 \$	3,391.50 \$	4,694.12
EABG-TV	Greenville	24	19 \$	1,330.00 \$	1,130.50 \$	1,680.00
WNBD-TV	Greenville	-	26 \$	840.00 \$	714.00 \$	-
WXVT-TV	Greenville	37	36 \$	3,040.00 \$	2,584.00 \$	3,124.44
WXVT-TV	Greenville	-	1 \$	15.00 \$	12.75 \$	-
TOTAL Network TV Invoices Submitted		797	683 \$	\$ 108,230.00	\$ 91,995.50	\$ 96,691.92
Comcast	Southaven		129 \$	3,472.00 \$	2,951.20 \$	-
Comcast	Tupelo-Columbus	46	49 \$	2,387.00 \$	2,028.95 \$	2,240.86
SuddenLink #1	G'ville-G'wood-Ripley-Vicks	630	184 \$	2,002.00 \$	1,701.70 \$	6,854.67
CableOne	Batesville-Clarksdale	46	46 \$	776.00 \$	659.60 \$	776.00
CableOne	Cleveland	46	46 \$	587.00 \$	498.95 \$	587.00
CableOne	Winona	46	46 \$	587.00 \$	498.95 \$	587.00
Comcast	Jackson Interconnect	-	89 \$	2,918.00 \$	2,480.30 \$	-
Comcast	Hattiesburg	42	43 \$	996.00 \$	846.60 \$	972.84
Comcast	Laurel	80	42 \$	334.00 \$	283.90 \$	636.19
Comcast	Meridian	40	44 \$	540.00 \$	459.00 \$	490.91
CableOne	Gulf Coast	352	181 \$	3,426.00 \$	2,912.00 \$	6,662.72
Cable Invoices Submitted		1,328	899 \$	\$ 18,025.00	\$ 15,321.15	\$ 19,808.19
Screenvision Direct		2,555	2,555 \$	4,760.00 \$	4,760.00 \$	4,752.30
Movie Theater Invoices Submitted		2,555	2,555 \$	\$ 4,760.00	\$ 4,760.00	\$ 4,752.30
Lamar Companies	Statewide	3	26 \$	46,706.00 \$	39,700.00 \$	5,389.14
Outdoor Invoices Submitted			26 \$	\$ 46,706.00	\$ 39,700.00	\$ 5,389.14

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Summarized

facebook.com	\$	511.26	\$	511.26
jacksonfreepress.com	\$	1,481.50	\$	1,481.50
clarionledger.com	\$	2,185.88	\$	1,858.50
Biloxi Sun Herald	\$	1,494.12	\$	1,270.00
commercialappeal.com	\$	882.26	\$	749.92
La Noticia	\$	823.53	\$	700.00
Web and Print Invoices Submitted	-	-	\$ 7,378.55	\$ 6,571.18

Station	Location		PSA Qty	Paid	Gross	Net	PSA Value
TeleSouth	Statewide	SuperTalk MS	485	2,160	\$ 19,200.00	\$ 16,320.00	\$ 4,311.11
Urban Radio of MS	Jackson	WJMI-FM 99.7	26	36	\$ 2,204.00	\$ 1,873.40	\$ 1,591.78
Urban Radio of MS	Jackson	WRKS-FM 105.9	29	38	\$ 786.00	\$ 668.10	\$ 599.84
Roberts	Jackson	WRBJ-FM 97.7	46	64	\$ 1,360.00	\$ 1,156.00	\$ 977.50
Clear Channel	Jackson	WMSI-FM 102.9	-	60	\$ 1,858.00	\$ 1,579.30	\$ -
Clear Channel	Jackson	WMSI-FM 102.9	-	4	\$ 170.00	\$ 144.50	\$ -
New South Radio	Jackson	WUSJ-FM 96.3	-	36	\$ 1,368.00	\$ 1,162.80	\$ -
New South Radio	Jackson	WYOY-FM 101.7	-	36	\$ 1,368.00	\$ 1,162.80	\$ -
Pearl Municipal Broadcasting	Pearl	WPBP-FM 104.5	68	-	\$ 0	\$ -	\$ 340.00
MS Media Broadcast	Gulfport	WCPR-FM 97.9	-	60	\$ 1,735.00	\$ 1,474.75	\$ -
MS Media Broadcast	Gulfport	WXYK-FM 107.1	-	60	\$ 1,825.00	\$ 1,551.25	\$ -
MS Media Broadcast	Gulfport	WCPR-FM 97.9	-	4	\$ 135.00	\$ 114.75	\$ -
MS Media Broadcast	Gulfport	WXYK-FM 107.1	-	4	\$ 145.00	\$ 123.25	\$ -
Coast Radio Group	Gulfport	WZKX-FM 107.9	48	64	\$ 1,848.20	\$ 1,570.80	\$ 1,054.00
Clear Channel	Biloxi	WKNN-FM 99.1	68	60	\$ 1,320.00	\$ 1,122.00	\$ 1,496.00
Clear Channel	Biloxi	WMJY-FM 93.7	68	-	\$ -	\$ -	\$ 1,054.00
Clear Channel	Hattiesburg	WJKX-FM 102.5	-	64	\$ 1,616.00	\$ 1,373.60	\$ -
Clear Channel	Hattiesburg	WFFX-FM 103.7	-	60	\$ 1,264.00	\$ 1,074.40	\$ -
Clear Channel	Hattiesburg	WFFX-FM 103.7	-	4	\$ 96.00	\$ 81.60	\$ -
Blakeney Comm.	Laurel	WBBN-FM 95.9	64	64	\$ 1,960.00	\$ 1,666.00	\$ 1,960.00
Southwest Broadcasting	McComb	WAKH-FM 105.7	27	60	\$ 1,466.00	\$ 1,246.10	\$ 659.70
Southwest Broadcasting	McComb	WAKH-FM 105.7	1	4	\$ 106.00	\$ 90.10	\$ 26.50
WRTM-FM	Vicksburg	WRTM-FM 100.5	48	64	\$ 848.00	\$ 720.80	\$ 636.00
Debut Broad.	Vicksburg	WBBV-FM 101.3	64	64	\$ 832.00	\$ 707.20	\$ 832.00
WTYJ-FM 97.7	Natchez	WTYJ-FM 97.7	48	48	\$ 944.00	\$ 802.40	\$ 944.00
FNRG	Natchez	WQNZ-FM 95.1	64	64	\$ 1,632.00	\$ 1,387.20	\$ 1,632.00
Radio People Meridian	Meridian	WOKK-FM 97.1	48	48	\$ 1,340.00	\$ 1,139.00	\$ 1,340.00
Radio People Meridian	Meridian	WJXM-FM 105.7	48	68	\$ 1,946.00	\$ 1,654.10	\$ 1,373.65
Boswell Media	Kosciusko	WCKK-FM 96.7	44	60	\$ 600.00	\$ 510.00	\$ 440.00
Boswell Media	Kosciusko	WCKK-FM 96.7	4	4	\$ 40.00	\$ 34.00	\$ 40.00
Cumulus	Columbus	WSMS-FM 99.9	48	44	\$ 836.00	\$ 710.60	\$ 912.00
Cumulus	Columbus	WSMS-FM 99.9	3	4	\$ 84.00	\$ 71.40	\$ 63.00
Cumulus	Columbus	WKOR-FM 94.9	44	44	\$ 836.00	\$ 710.60	\$ 836.00
Cumulus	Columbus	WKOR-FM 94.9	3	4	\$ 84.00	\$ 71.40	\$ 63.00
Cumulus	Columbus	WMXU-FM	44	44	\$ 948.00	\$ 805.80	\$ 948.00
Cumulus	Columbus	WMXU-FM	3	4	\$ 92.00	\$ 78.20	\$ 69.00
Metro Radio	Starkville	WLZA-FM	32	32	\$ 538.86	\$ 458.03	\$ 538.86
Urban Radio	West Point	WACR-FM 103.9	64	64	\$ 1,172.00	\$ 996.20	\$ 1,172.00
Urban Radio	Tupelo	WWZD-FM 106.7	60	60	\$ 1,840.00	\$ 1,564.00	\$ 1,840.00
Urban Radio	Tupelo	WWZD-FM 106	4	4	\$ 156.80	\$ 133.28	\$ 156.80
Urban Radio	Tupelo	WWKZ-FM 103.9	60	60	\$ 1,274.00	\$ 1,082.90	\$ 1,274.00
Urban Radio	Tupelo	WWKZ-FM 103.9	4	4	\$ 106.00	\$ 90.10	\$ 106.00
Urban Radio	Tupelo	WESE-FM 92.5	60	60	\$ 2,213.00	\$ 1,881.05	\$ 2,213.00
Urban Radio	Tupelo	WESE-FM 92.5	4	4	\$ 157.00	\$ 133.45	\$ 157.00
MS Radio Group	Tupelo	WZLQ-FM 98.5	64	64	\$ 912.00	\$ 775.20	\$ 912.00
MS Radio Group	Tupelo	WWMS-FM 97.5	64	64	\$ 912.00	\$ 775.20	\$ 912.00
Synder Radio	Tupelo	WCNA-FM	-	56	\$ 729.41	\$ 620.00	\$ -
Synder Radio	Tupelo	WFTA-FM	-	56	\$ 729.41	\$ 620.00	\$ -
WBAD-FM	Greenville	WBAD-FM 94.3	64	64	\$ 1,440.00	\$ 1,224.00	\$ 1,440.00
WDMS-FM	Greenville	WDMS-FM 100.7	65	64	\$ 848.00	\$ 720.80	\$ 861.25
Delta Radio	Greenville	WIQQ-FM 102.3	70	64	\$ 614	\$ 522.07	\$ 671.56
WYMX-FM	Greenwood	WYMX-FM	42	48	\$ 640.00	\$ 544.00	\$ 560.00
WYMX-FM	Greenwood	WYMX-FM 99.1	6	-	\$ -	\$ -	\$ 80.00
WGNL-FM 104.3	Greenwood	WGNL-FM 104.3	71	64	\$ 1,540.00	\$ 1,309.00	\$ 1,708.44
WBLE-FM	Batesville	WBLE-FM 100.5	64	64	\$ 1,087.76	\$ 924.62	\$ 640.00

TOTAL Radio Invoices Submitted 2,241 4,402 \$ 69,802.44 \$ 59,332.10 \$ 39,441.99

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Summarized

Total Phase 1 & 2 Invoices	6,921	8,565	\$ 254,901.99	\$	217,679.93	\$ 166,083.54
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