

**Project Drive 2001**  
Proposed Campaign Timeline  
April 18, 2001

		<u>April</u>				<u>May</u>				<u>June</u>				<u>July</u>					
		02	09	16	23	30	07	14	21	28	04	11	18	25	02	09	16	23	30
PHILADELPHIA	Bus Shelters					12 shelters, Center City				12 shelters, Center City				12 shelters, Center City					
	Max Racks postcards					60,000 cards				60,000 cards				60,000 cards					
	Philadelphia Gay News					5/5	5/12		5/26		6/9	6/16		6/30		7/14		7/28	
WASHINGTON	Bus Shelters					10 shelters posting by 4/28													
	Go Cards					5/1 60,000 cards				6/1 60,000 cards				7/1 60,000 cards					
	Washington Blade					4/28		5/12		5/26	6/2	6/9		6/23		7/7		7/21	
	Metro Weekly					4/27	5/5		5/19		6/2		6/16		6/30				
ATLANTA	Bulletin					Piedmont Rd. south of Monroe				Piedmont Rd. s/o Monroe				Piedmont Rd. south of Monroe					
	Max Racks postcards					5/1 60,000 cards				6/1 60,000 cards				7/1 60,000 cards					
	Southern Voice					4/27		5/11			6/8		6/22	6/29		7/13			
	So Vo special issue																		
DALLAS	Bulletin					Lemmon, n/o Douglas				Lemmon, n/o Douglas				Lemmon, n/o Douglas					
	Bulletin									Cedar Springs at Akard				Cedar Springs at Akard					
	Max Racks postcards					5/1 60,000 cards				6/1 60,000 cards				7/1 60,000 cards					
	Dallas Voice					5/12	5/19	5/26	6/2	6/9			6/30	7/7	7/14				
CHICAGO	Bulletin					Halsted and Belmont				Halsted and Belmont				Halsted and Belmont					
	Max Racks postcards					5/1 70,000 cards				6/1 70,000 cards				7/1 70,000 cards					

**THE POUX COMPANY SEGMENT MARKETING**  
SAMPLE MEDIA PLAN FOR ILLUSTRATIVE PURPOSES ONLY