

DIVISION OF PUBLIC HEALTH/ CANCER MEDIA FLOWCHART

Revised 10/10

2006/2007

Media	Service	Plan	Fall Timing	Overall Timing	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Cable TV-NCC	Colon Cancer	48x per week		9 weeks									
	Screening for Life	48x per week	3 weeks, 10/30 start	9 weeks									
	DCTP	48x per week	3 weeks, 10/30 start	9 weeks									
Broadcast TV-Kent/Sussex	Colon Cancer	12x per week		9 weeks									
	Screening for Life	12x per week	3 weeks, 10/30 start	9 weeks									
	DCTP	12x per week	3 weeks, 10/30 start	9 weeks									
Hispanic TV	Screening for Life	40x per week		24 weeks									
Hispanic Radio	Colon Cancer	Hispanic stations		12 weeks									
	Screening for Life	Hispanic stations		12 weeks									
News Journal	Colon Cancer	5 col x 10.5" 4/c, Sundays		6 weeks									
	Screening for Life	4 col x 5" 4/c, Sundays		4 weeks									
	DCTP	4 col x 5" 4/c, Sundays		4 weeks									
Dialog	Colon Cancer	4 col x 5" 4/c		6 weeks									
	Screening for Life	4 col x 5" 4/c	1 week, 11/1	6 weeks									
	DCTP	4 col x 5" 4/c	1 week, 11/8	6 weeks									
Delaware State News	Colon Cancer	4 col x 5" 4/c, Sundays		4 weeks									
	Screening for Life	4 col x 5" 4/c, Sundays		4 weeks									
	DCTP	4 col x 5" 4/c, Sundays		4 weeks									
Delaware Weeklies	Colon Cancer	4 col x 5" 4/c		6 weeks									
	Screening for Life	4 col x 5" 4/c	1 week, 11/1	6 weeks									
	DCTP	4 col x 5" 4/c	1 week, 11/8	6 weeks									
El Tiempo Latino	Colon Cancer	1/2 page 4/c		6 issues									
	Screening for Life	1/2 page 4/c		6 issues									
	DCTP	1/2 page 4/c		6 issues									
	Screening for Life	Free Standing Insert	week of 12/25	1 issue									
Black Suburban Journal	Colon Cancer	1/2 page 4/c		3 issues									
Prime Time	Colon Cancer	1/2 page 4/c		1 issue									
	Screening for Life	1/2 page 4/c		1 issue									
	DCTP	1/2 page 4/c		1 issue									
The Guide	Colon Cancer	full page bw		2 issues									
	Screening for Life	full page bw		2 issues									
	DCTP	full page bw		2 issues									
Delaware Medical Journal	Colon Cancer	full page 4/c		2 issues									
	Screening for Life	full page 4/c		2 issues									
	DCTP	full page 4/c		2 issues									
Billboard- statewide	Colon Cancer	7 posters		6 months									
	Screening for Life	7 posters		6 months									
	DCTP	7 posters		6 months									
Transit	Colon Cancer	12 Kings		6 months									
	Screening for Life	12 Kings		6 months									
	DCTP	12 Kings		6 months									
Advo	Screening for Life	Targeted mailing		2 drops									

Colon Cancer	
Screening for Life	
DCTP	