DIVISION OF PUBLIC HEALTH/CANCER
MASTER CAMPAIGN CHART
2005-06

			JAN					FEB				MAR				APR					MAY				JUN			
			1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
Media	**Plan**	**Coverage**																										
WBOC-TV/WMDT-TV	Targeted programming- adults 35+	Kent/Sussex																										
CABLE	Targeted programming- adults 55+	New Castle County																										
CABLE	Targeted programming- women 45+	New Castle County																										
WILM-AM	Targets 55+	New Castle County																										
WDEL-AM	Targets 55+	New Castle County																										
WGMD-FM	Targets 55+	Sussex																										
WFAI-FM	Targets African-American	New Castle County																										
WSBY-FM	Targets African-American	Sussex																										
WYUS-FM	Targets Hispanic	Kent/Sussex																										
WJBR-FM	Targets women 45+	New Castle County																										
WNCL-FM	Targets women 45+	Kent																										
WQHQ-FM	Targets women 45+	Sussex																										
Billboards-Posters	21 boards per month	Statewide																										
Shoppers Guide	1/2 page 4c	New Castle County																										
El Sol	1/2 page 4c	New Castle County																										
The Guide	Full page B/W	Kent/Sussex																										
DE Medical Journal	Full page 4c	Statewide																										
County Women's Journals	1/2 page 4c	Statewide																										
Advo	Premium postcard- target: 100,000 HHs	Statewide																										

Legend

Colorectal Cancer	
Screening for Life	
DCTP	
Rotation of all campaigns	
Rotation of SFL/DCTP	