

**Get the REAL Story<sup>SM</sup> Campaign  
Media Schedule**

Medium	Unit Size	3rd Quarter												4th Quarter					Total Insertions									
		August				September					October			November				December										
		4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24		1	8	15	22	29				
<b>Radio</b>																												
WKXW-FM NJ 101.5	:60 programs	19		19		19			19				19		19												114	
WKXW-FM NJ 97.3	:60 programs	19		19		19			19				19		19												114	
WPST-FM 94.5 PST	:60 programs	40		40		40			30				30		30												210	
WBEB-FM B101	:60 programs	18		18		18			18				18														90	
WAYV-FM 95.1 WAYV	:60 programs	25		25		25			15				15														95	
WNNJ-FM 103.7 WNNJ	:60 programs	25		25		50			50				24	24													198	
WSUS-FM 102.3 WSUS	:60 programs	25		25		50			50				24	24													198	
<b>Newspaper</b>																												
The Star Ledger - Homefinder (Saturday)	1/4 Pg B/W		8/16					9/13																			2x	
Trenton Times (Daily)	1/4 Pg B/W			8/22				9/19																			2x	
Gloucester Co. Times (Daily)	1/4 Pg B/W		8/14					9/12																			2x	
Bergen Record/Herald News Combo (Daily)	1/4 Pg B/W			8/20				9/16																			2x	
Camden Courier-Post (Daily)	1/4 Pg B/W			8/19				9/9																			2x	
Press of Atlantic City (Daily)	1/4 Pg B/W			8/21				9/18																			2x	
AP Press (Daily)	1/4 Pg B/W				8/28			9/11																			2x	
Home News Tribune (Daily)	1/4 Pg B/W				8/28			9/11																			2x	
El Nuevo Group (Thursday)	1/4 Pg B/W			8/22				9/18																			2x	
The Filipino Express (Friday)	1/2 Pg Island B/W			8/22				9/12																			2x	
<b>Internet</b>																												
NJ.com - Real Estate Section	Leaderboard & Skyscraper	64,000 Impressions				64,000 Impressions					64,000 Impressions			64,000 Impressions													4x	
NJ.com - News-Targeted Ads	Leaderboard & Rectangle	90,000 Impressions				90,000 Impressions					90,000 Impressions			90,000 Impressions													4x	
NJ.com - Home Page Ads	Banner & Skyscraper	90,000 Impressions				90,000 Impressions					90,000 Impressions			90,000 Impressions													4x	
NJ.com - Real Estate Section	Logo	Added Value				Added Value					Added Value			Added Value													4x	
NJ.com - Home Page & News Section	Hotlink	Added Value				Added Value					Added Value			Added Value													4x	
MyCentralJersey.com	Banner & Skyscraper			25,000 Impressions			25,000 Impressions			25,000 Impressions			25,000 Impressions															4x