

Memorandum

Date: October 15, 2009
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Commercial Airing

The Promotion Committee is in the process of revising the voice over for the downtown commercial. The script is almost identical to the original script with the inclusion of information about the Holiday Kick-Off Weekend and adjustments in order to fit that information into the time allowed. The cost of the new voice over is \$100 as quoted by Fraley Productions. I have attached the script for your information.

The Committee would like to air this revised commercial in both the Detroit and Toledo area. I obtained quotes from three Detroit stations (two of the stations are linked and the estimate includes airing on both stations) and two Toledo stations. The Committee would like to run the revised commercial leading up to the Holiday Kick-Off Weekend and the original commercial after the event as time and money allow. I will be working with the selected television stations to arrange the details of that set up. I have attached the quotes that were obtained. **The Promotion Committee recommends that the commercial air on 13abc in Toledo and CW50/CBS in Detroit at a cost of \$4,140.00. I would also recommend including an additional \$100.00 in the budget to revise the commercial for a total of \$4,240.00 to revise and air the commercial as recommended by the Promotion Committee.**

Thank you.