

Arkansas Department of Parks & Tourism

Retirement and Relocation Fall/Winter 2017 Flowchart

8.2.17	3Q 2017								4Q 2017								COSTS		%								
	AUGUST				SEPTEMBER				OCTOBER				NOVEMBER							DECEMBER							
	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27		4	11	18	25	UNITS	\$		
MAGAZINE																											
1/2 P 4C AARP: The Magazine <i>(50-59 Great Lakes Region: IL, MI, MN, MO, WI)</i>									Consumer AARP Great Lakes and Southwest Regions				December/January				1	\$22,100									
1/2 P 4C Midwest Living (National Circulation)									Consumer MWL September/October				November/December				1	\$38,300									
1/2 P 4C 2018 AR Travel Guide													2018 Annual				1	\$3,350									
1/6 P 4C Brochure Listing APT Brochure Listing Co-Op: D, OK, Memphis									October								1	\$3,650									
1/2 P 4C AY - About You Magazine					Consumer AY Sept				October				Consumer AY Nov				December				2	\$3,120					
	\$0				\$0				\$5,210				\$38,300				\$27,010				6	\$70,520	48.5%				
DIGITAL																											
AARP <i>(50-59 Midwest Region: AR, IA, IL, KS, LA, OK, MI, MN, MO, MS, TN, TX)</i>									Consumer Digital September/October													\$37,500					
4Info - Acxiom data targeting <i>(TX; MO (KC); IL (Chicago); WI; MI; and MN)</i>									Consumer Digital September/October													\$37,500					
	\$0				\$0				\$25,000				\$25,000				\$25,000					\$75,000	51.5%				
Monthly Total	\$0				\$0				\$30,210				\$63,300				\$52,010					\$145,520	100.0%				
Quarterly Total	\$0																									\$145,520	