

Marker & Jenkins

Report: *January 2012*

Date: *2/3/12*



BRAND**vision****MARKETING**

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February 2012

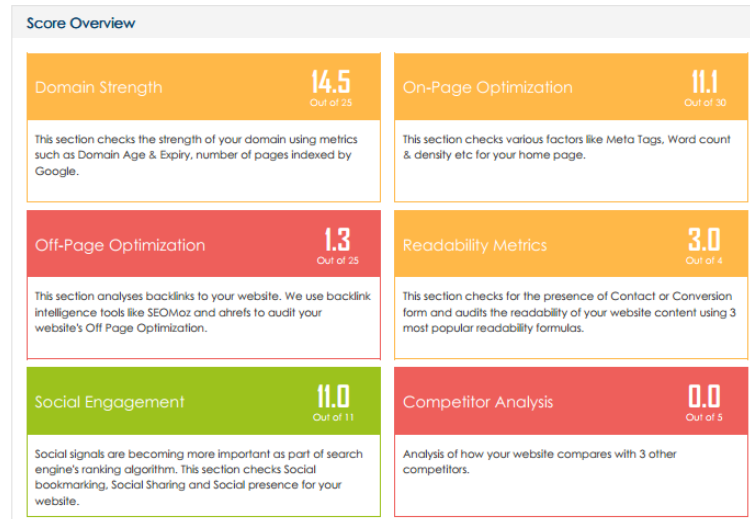
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|--|--|--|-----|-----|-----|
| 1 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 2 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 3 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 4 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 5 | 6 | 7 |
| 8 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 9 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 10 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 11 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 12 | 13 | 14 |
| 15 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 16 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 17 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 18 ← WFLA/NBC; WTSP/CBS; WFTS/ABC; WTVT/Fox | 19 | 20 | 21 |
| 22 ← Tampa Tribune | 23 | 24 | 25 | 26 | 27 | 28 |

| # | ITEM | Quantity | PRICE | KUDOS POINTS |
|------------------------|--------------------------------|----------|-------------|--------------|
| 1 | TELEVISION—Network | 137 | \$16,029.00 | 16029 |
| 2 | PRINT—Tampa Tribune | 1 | \$1,500.00 | 1363 |
| 3 | INTERNET MARKETING—PPC | 1 | \$620.00 | 120 |
| 4 | INTERNET MARKETING—SEO | 15-KW | \$598.00 | 843 |
| 5 | OTHER—Printing (Brochures) | 2000 | \$298.66 | 299 |
| 6 | OTHER—Promotional Items (Pens) | 250 | \$228.44 | 229 |
| TOTALS: (February) | | | \$19,274.10 | 18,775 |
| BUDGET: (February) | | | \$20,000.00 | |
| DIFFERENCE: (February) | | | (\$725.90) | |

| # | Traffic—TV/Print | Rotation |
|---|-------------------------------------|----------|
| 1 | TV: 2011/Testimonial—Britney | 35% |
| 2 | TV: 2011/Testimonial—Caleb | 35% |
| 3 | TV: 2011/Auto—Check | 30% |
| 4 | PRINT: Social Security Disability_8 | 100% |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |

Since 1993...

P. O. Box 31435 * Knoxville, Tennessee 37930 * (865) 531-5874



| # | Keyword | Last Month | This Month |
|----------|--|------------|------------|
| 1 | auto accident attorney tampa | 6 | 5 |
| 2 | Accident lawyer tampa | 10 | 10 |
| 3 | Car accident attorney tampa fl | 7 | 7 |
| 4 | Social disability lawyer tampa fl | 2 | 2 |
| 5 | Car wreck lawyer florida | 5 | 4 |
| 6 | Social disability attorney florida | 14 | 11 |
| 7 | Workers compensation attorney tampa | 8 | 6 |
| 8 | Workers compensation lawyer tampa fl | 7 | 7 |
| 9 | Veterans disability attorney tampa | 11 | 10 |
| 10 | Personal injury lawyer tampa fl | 4 | 2 |
| 11 | Personal injury attorney st Petersburg | 4 | 4 |
| 12 | Personal injury attorney tampa fl | 3 | 3 |
| 13 | Personal injury lawyer st Petersburg | 6 | 4 |
| 14 | Slip and fall tampa fl | 7 | 4 |
| 15 | Dangerous product lawyer tampa fl | 10 | 10 |
| Average: | | 6.9 | 5.9 |



BRANDVISION

MARKETING

New Case Files Opened

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Ttl '98 -12' | Avg. Month '00 -11 | 2011 vs. 14- year Average % |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------------|--------------------------|-----------------------------------|
| Jan. | 17 | 24 | 27 | 40 | 22 | 26 | 15 | 16 | 11 | 31 | 29 | 25 | 34 | 355 | 25.4 | 1.34 |
| Feb | 20 | 19 | 24 | 20 | 19 | 16 | 30 | 17 | 22 | 26 | 30 | 18 | - | 325 | 23.2 | 1.08 |
| Mar | 11 | 27 | 18 | 11 | 15 | 29 | 20 | 21 | 26 | 34 | 36 | 16 | - | 330 | 23.6 | 1.10 |
| Apr | 13 | 20 | 23 | 15 | 12 | 15 | 18 | 22 | 26 | 33 | 22 | 21 | - | 310 | 22.1 | 1.40 |
| May | 18 | 20 | 24 | 29 | 11 | 20 | 34 | 19 | 24 | 25 | 26 | 26 | - | 328 | 23.4 | 0.60 |
| Jun | 16 | 14 | 29 | 21 | 20 | 28 | 23 | 20 | 36 | 33 | 24 | 31 | - | 395 | 28.2 | 1.45 |
| Jul | 19 | 15 | 35 | 26 | 17 | 17 | 18 | 28 | 41 | 21 | 23 | 39 | - | 371 | 26.5 | 1.17 |
| Aug | 35 | 24 | 30 | 23 | 20 | 30 | 28 | 27 | 36 | 43 | 29 | 35 | - | 411 | 29.4 | 0.00 |
| Sep | 13 | 15 | 27 | 23 | 18 | 18 | 22 | 18 | 38 | 21 | 37 | 23 | - | 318 | 22.7 | 0.00 |
| Oct | 24 | 20 | 30 | 24 | 17 | 17 | 25 | 33 | 23 | 30 | 26 | 23 | - | 327 | 23.4 | 0.00 |
| Nov | 24 | 16 | 28 | 19 | 23 | 19 | 11 | 19 | 30 | 17 | 27 | 26 | - | 295 | 21.1 | 0.00 |
| Dec | 12 | 12 | 27 | 19 | 21 | 12 | 11 | 11 | 33 | 17 | 30 | 21 | - | 249 | 17.8 | 0.00 |
| Total | 222 | 226 | 322 | 270 | 215 | 247 | 255 | 251 | 346 | 331 | 339 | 304 | 34 | 4014 | 308.8 | 0.65 |
| Mnth Avg. | 18.5 | 18.8 | 26.8 | 22.5 | 17.9 | 20.6 | 21.3 | 20.9 | 28.8 | 27.6 | 28.3 | 25.3 | 34.0 | | | |

| Case Type | January 2012 | TOTAL 2012 |
|----------------|--------------|------------|
| Auto | 18 | 18 |
| SSD | 12 | 12 |
| Worker's Comp | 2 | 4 |
| Others: | 2 | 2 |
| TOTALS: | 34 | 34 |



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