

2008 Peaks Real Estate Sotheby's International Realty Media Schedule

	January	February	March	April	May	June	July	August	September	October	November	December
<u>BRANDING CAMPAIGN</u>												
Telluride Watch*												
Plum TV*												
<u>INSERTS: Time Warner Cable & MV Cable</u>												
CNN*												
MSNBC*												
ESPN*												
The Weather Channel*												
<u>WEBSITE CAMPAIGN</u>												
peaksrealestate.com												
thepeaksresort.com												
realtor.com												
sothebysrealty.com												
idx: telluride MLS exchange												
<u>TRADE</u>												
Shelter Magazine												

* - These marketing campaigns are targeted for peak seasons and are limited to certain dates and times