### ATTACHMENT 6

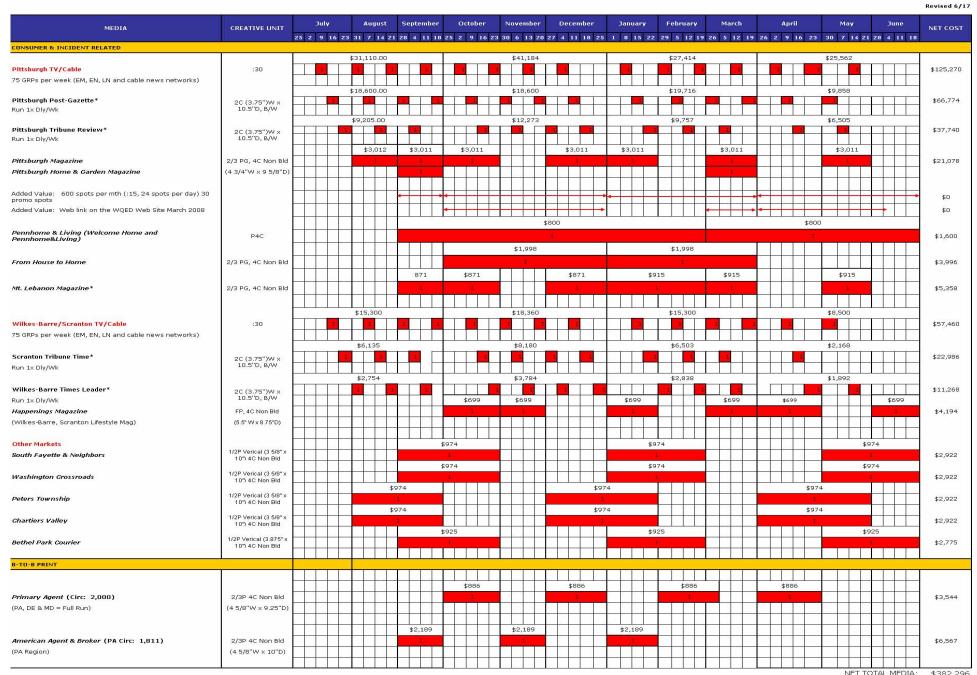
## MSI MARKETING



#### **DEP, MINE SUBSIDENCE INSURANCE**



2007-2008 FY



Creative for all media: "Are You On Top Of Things?"

\* 2008 Rates are estimated

Planned Media

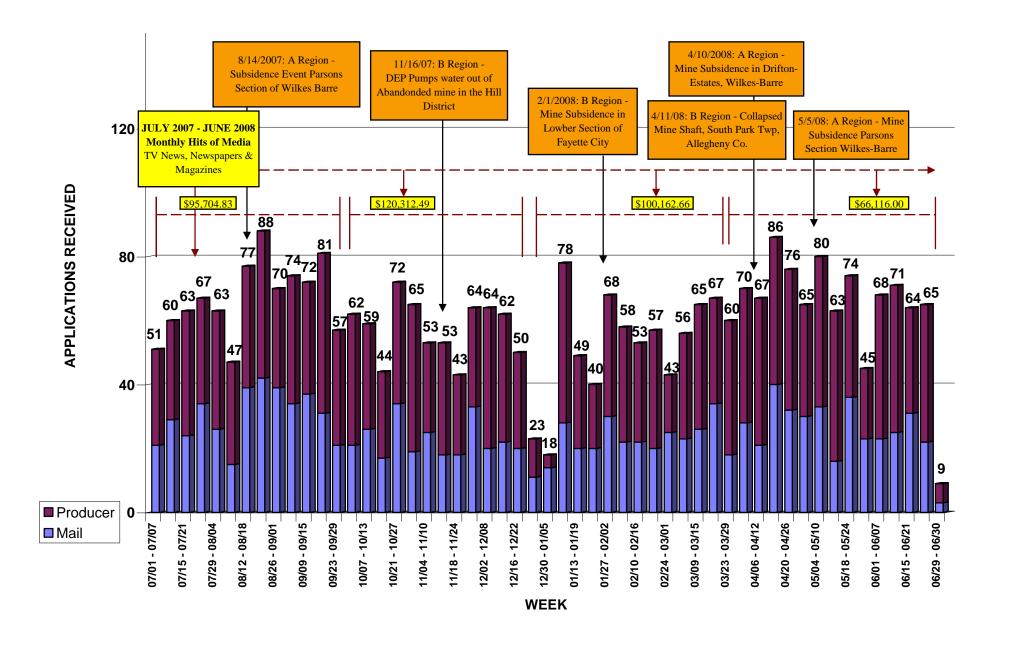
MEDIA COMMISSION (3.75% OF NET):

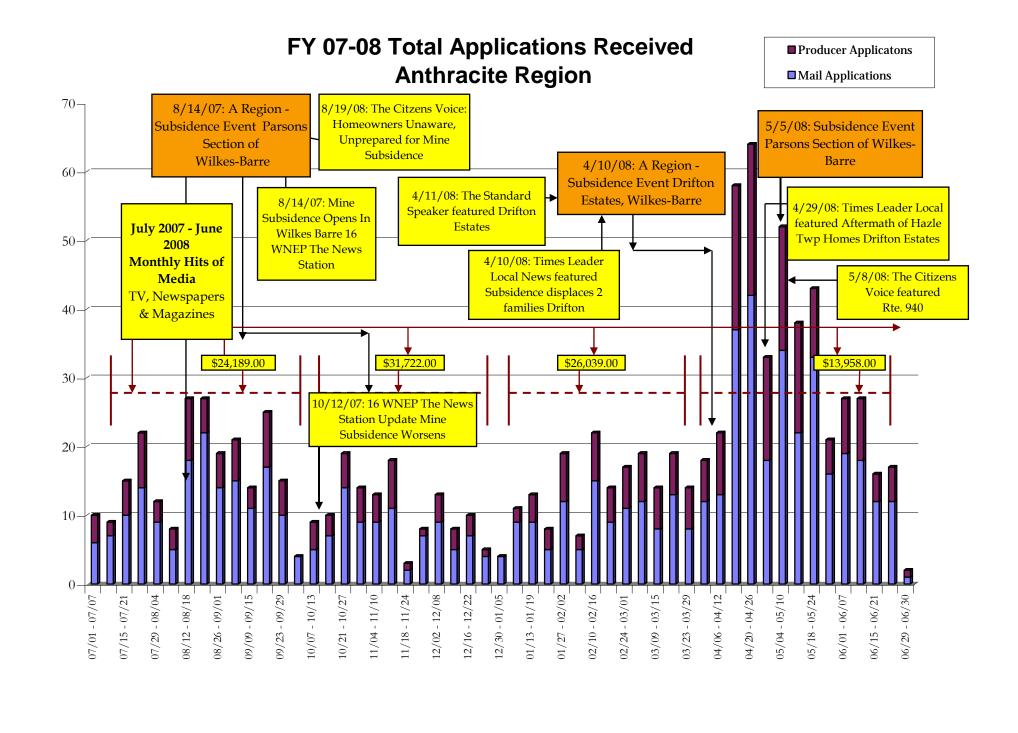
\$17,203

MISC \$500

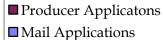
GRAND TOTAL: \$400,000

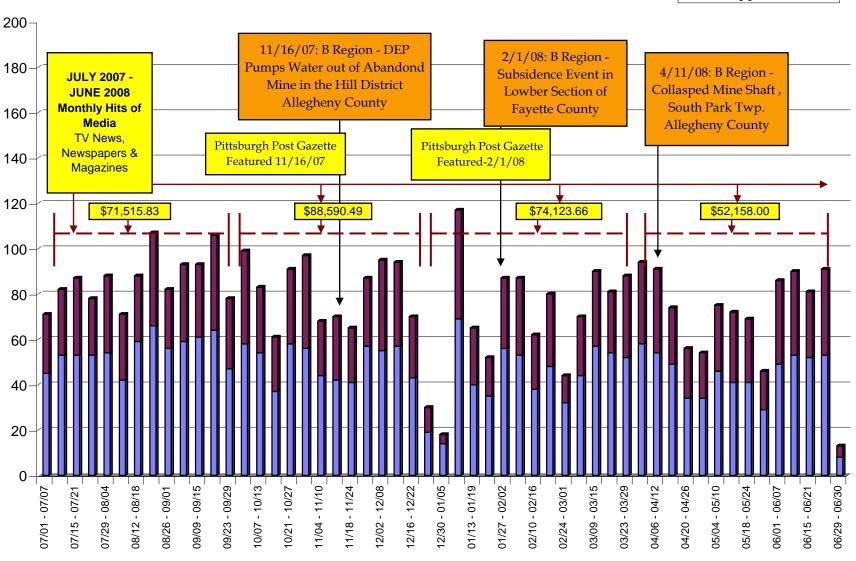
FY 2007 - 2008: TOTAL APPLICATIONS





# FY 07-08 Total Applications Received Bituminous Region



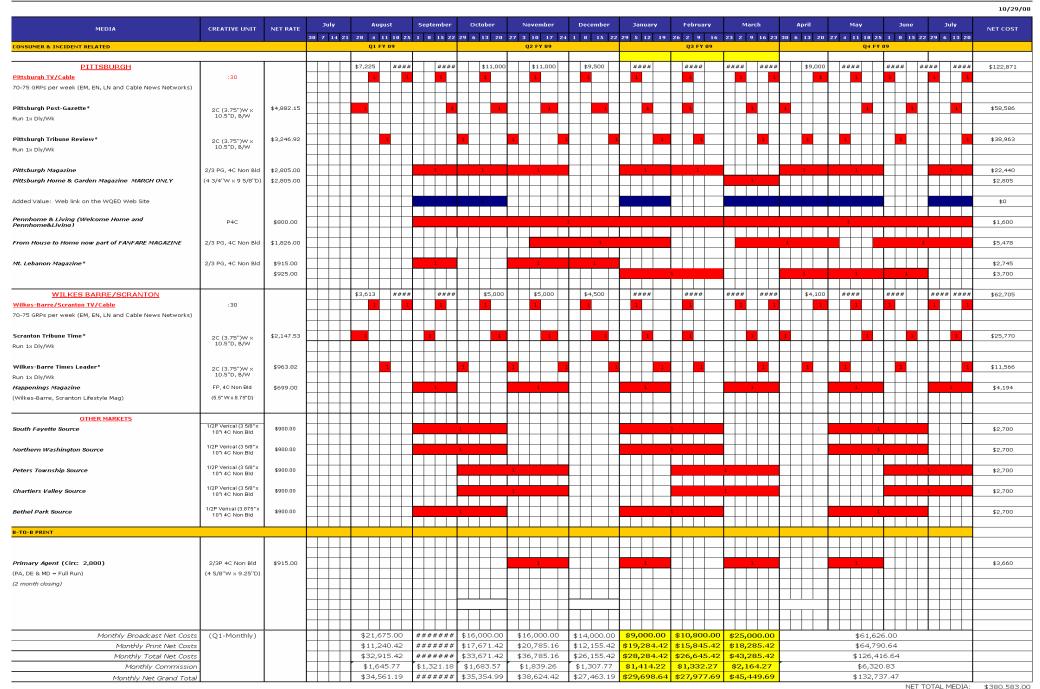




#### **DEP: MINE SUBSIDENCE INSURANCE (MSI)**

2008-2009 FY





Creative for all media: "Are You On Top Of Things?"
\* 2009 Rates are estimated

Rev 6 - Add monthly costs

Planned Media

MEDIA COMMISSION (5% OF NET): \$19,029.15