



MEDIA PLANNING REPORT

The following is a sample media planning report.

The sole purpose is to provide you with the critical information needed to develop a media plan, in one quick concise report.

No more calling and asking for media kits and sorting through hundreds and hundreds of pages of sales jargon.

We do all the work and provide you with a neat organized at-a-glance report.

Please Note: The media planning report is a very specialized document. We compile all the information based on your media selections. Please allow a minimum of 48 hours to acquire and compile the report. The report will be emailed to the address you specify when you purchase.

If you have any questions before or after purchase, you can contact us at report@myadbuyer.com or 1-888-880-MYAD.



MEDIA PLANNING REPORT

LOCATION: BEVERLY HILLS, CALIFORNIA

This report is based on your media selections.

PRINT				
Media	Circulation and Demographics	Ad type	Contract Discount Levels	Rate Range
<p>Beverly Hills Courier MAILING ADDRESS: 8840 West Olympic Boulevard Beverly Hills, California 90211 WWW.BHCOURIER.COM info@bhcourier.com Phone: 310-278-1322 Fax: 310-271-5118 Type: Weekly newspaper</p>	<p>Circulation: 40,000 Copies Weekly</p> <p>DEMOGRAPHICS: AGE: 30-40 years old: 41% 41-50 years old: 33% 51 years-60 years old: 15% 60+ years old: 11%</p> <p>GENDER: Female 63% Male 37%</p> <p>EDUCATION: MBA or Higher: 39% Bachelor's Degree: 46% Other Degrees: 9%</p>	<p>COLUMN SIZES: 1 column 1-7/8" • 1.875" 2 column 4" • 3.911" 3 column 5-15/16" • 5.937" 4 column 7-39/40" • 7.975" 5 column 10" • 10.0"</p>	<p>Frequency Bulk discounts up to 35%</p>	<p>OPEN RATE: \$40 per column inch</p> <p>Full Page \$2800</p> <p>CALL FOR FREQUENCY/BULK DISCOUNTS UP TO 35%</p> <p>One Spot Color \$110 Full Color \$490</p> <p>• PREMIUM SPOT: Back Page 25% extra (P2, 3 & Inside Back Page)20% extra (Page 5, 7) 10% extra</p>

LOCATION: ANDALUSIA, ALABAMA

RADIO				
Media	Station Format & Demographics	Ad Type	Contract Discount Levels	Rate Range
<p>107.7 Fox Radio MAILING ADDRESS: 1406 River Falls St. Andalusia, AL. 36420 Phone: 334-222-2222 Fax: 334-427-8888 www.fox107.com</p>	<p>Format: Adult Contemporary</p> <p>Key Demo: Reaches 25-55 year old.</p> <p>Signal Strength: 50,000 watt signal</p>	<p><u>Spot Length</u> :30 :60</p>	<p>1-19 spots 20-29 spots 30+ spots</p>	<p><u>Drive time:</u> :30 = \$13 to \$17 per spot. :60 = \$15 to \$19 per spot</p> <p><u>Run of the Station (ROS)</u> :30 = \$11 to \$15 per spot. :60 = \$13 to \$17</p> <p>*Discounts available.</p>



LOCATION: CHICAGO, ILLINOIS

OUT OF HOME				
Media	Demographics	Ad Type	# Panel Discount Levels	Rate Range
<p>Lamar Outdoor Advertising</p> <p>Corporate Headquarters 5551 Corporate Boulevard, Suite 2-A Baton Rouge, LA 70808 www.lamar.com</p> <p>Type: Billboard</p>	<p>Chicago DMA (Northwest Indiana-Chicago 249)</p> <p>18+ population = 5,735,300</p>	<p><u>Rotary bulletin</u> 14'x48'</p> <p><u>Permanent bulletin</u> 14'x48'</p>	<p>1</p> <p>5</p> <p>10</p> <p>15</p> <p>20</p> <p>25</p> <p>50</p> <p>74</p> <p>99</p>	<p><u>Rotary:</u> 1 =\$9,630 5=\$32,100</p> <p><u>Permanent:</u> 1=\$8,025 5=\$37,450</p> <p><i>*All rate ranges listed are per month.</i></p>

LOCATION: JACKSONVILLE, FLORIDA

INTERNET			
Media	Demographics	Ad Dimensions	Rate Range
<p>Jacksonville.com</p> <p>1 Riverside Ave. Jacksonville, FL 32202 Switchboard: (904) 359-4111</p> <p>Type: Internet daily newspaper</p>	<p>Average over 14 million page views per month.</p> <p><u>Age</u> 26% 35-44 years old 23% 25-34 years old 21% 45-54 years old 14% 55-64 years old 7% 18-20 years old 4% 55-74 years old 5% other</p>	<p>Position A 728x90 pixels Position B 300x250 pixels Position C 160x 600 pixels Position D 728x90 pixels Premercial 700x500 pixels</p>	<p><u>Leaderboard</u> \$18 CPM \$2520 per month Most dominant ad, top of page presence. Available on ALL pages.</p> <p><u>L-Rec</u> \$15CPM \$2100 per month Found on Home Page and all Story pages.</p> <p><u>Skyscraper</u> \$12CPM \$1680 per month Largest ad (32% larger than leaderboard) Available on ALL pages</p> <p><u>Bottom Leaderboard</u> \$5CPM \$700 per month Available at bottom of all pages.</p>