

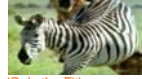
# Advertising Plan 542381

27th September 2007



<b>Company name</b>	Client Name Not Disclosed	<b>Email</b>	info@gmail.com
<b>Address</b>	Main Street	<b>Telephone</b>	1234567890
<b>Postal Code</b>	94611		
<b>City</b>	Oakland		

## Ad



'Only the Fit'

License	Regions	Exclusivity	Price
Start Date, 15-11-2007 Term Length, 6 months	Number of Regions: 1 Region Selected: San Francisco Bay Area	Exclusive	<b>\$ 1,089</b>
Additional Services		Quantity	Price
Ad Serving costs to show my Ad on my website		1	<b>\$ 410</b>
<b>Total Ad Cost</b>			<b>\$ 1,499</b>

## Media

Media Schedule: Special Sales, TV & Web	<b>\$ 18,236</b>
<b>Total Media Cost</b>	<b>\$ 18,236</b>

<b>Total</b>	<b>\$ 19,735</b>
--------------	------------------

# Advertising Plan 542381

27th September 2007



Media Schedule: Special Sales, TV & Web

Length: 6 weeks, Start date: 1-15-2007

Item	Type	Schedule	Length	Quantity**	Price
Total TV Cost (45% of mix)					\$ 7,000
CNBC Oakland	TV	M-Su 6a-9a	30 Sec.	20 spots 4400 imps.	
CNBC Oakland	TV	M-F 9a-4p	30 Sec.	40 spots 8640 imps.	
CNN Oakland	TV	M-Su 6a-9a	30 Sec.	20 spots 1660 imps.	
CNN Oakland	TV	M-F 9a-4p	30 Sec.	30 spots 2100 imps.	
CNN Oakland	TV	Sa-Su 11a-7p	30 Sec.	20 spots 1060 imps.	
CNN Oakland	TV	M-F 4p-7p	30 Sec.	20 spots 2120 imps.	
CNN Oakland	TV	M-Su 7p-12m	30 Sec.	20 spots 3740 imps.	
FOX News Oakland	TV	M-Su 6a-9a	30 Sec.	20 spots 3500 imps.	
FOX News Oakland	TV	M-F 9a-4p	30 Sec.	20 spots 2900 imps.	
FOX News Oakland	TV	Sa-Su 11a-7p	30 Sec.	20 spots 2280 imps.	
FOX News Oakland	TV	M-F 4p-7p	30 Sec.	20 spots 4220 imps.	
FOX News Oakland	TV	M-Su 7p-12m	30 Sec.	20 spots 4220 imps.	
MSNBC Oakland	TV	M-Su 6a-9a	30 Sec.	20 spots 3260 imps.	
MSNBC Oakland	TV	M-F 9a-4p	30 Sec.	40 spots 2760 imps.	
MSNBC Oakland	TV	Sa-Su 11a-7p	30 Sec.	20 spots 2460 imps.	
MSNBC Oakland	TV	M-F 4p-7p	30 Sec.	20 spots 2220 imps.	
MSNBC Oakland	TV	M-Su 7p-12m	30 Sec.	20 spots 3340 imps.	
Weather Channel Oakland	TV	M-Su 6a-9a	30 Sec.	20 spots 1220 imps.	
Total Web Cost (55% of mix)					\$ 8,500
Yahoo ROS: Finance / Loans / Mortgage Oakland	Web	M-Su 0000-2400	15 Sec.	115,000 imps.	
Yahoo ROS: Finance / Loans / Refinance Oakland	Web	M-Su 0000-2400	15 Sec.	115,000 imps.	
Yahoo ROS: Finance / Loans / Home Equity Oakland	Web	M-Su 0000-2400	15 Sec.	120,000 imps.	
Google Site Targeted Oakland	Web	M-Su 0000-2400	15 Sec.	300,000 imps.	
Eyeblander Adserving Costs				650,000 imps.	
Total Narrow Casting Cost (0% of mix)					\$ 0
<b>Total Cost of Media</b>					<b>\$ 15,500</b>
<b>Planning, Buying &amp; Trafficking Fee</b>					<b>\$ 2,736</b>
<b>Total Cost</b>					<b>\$ 18,236</b>

\* Proposed prices and advertising locations are provided for informational purposes only and do not constitute an offer. Final pricing, terms and conditions for the specified media is contingent upon inventory availability and may be subject to pricing fluctuations due to market conditions.

\*\* Imps: impressions

# Advertising Plan 542381

27th September 2007



## Appendix: Media Schedule Rationale

### Goal Special Sale

A Special Sales campaign requires reach and frequency. Solid use of media throughout the day, in a balanced campaign and over a short time period will generate desired results.

### Channels TV



#### Description

**CNBC** NBC is a television network that provides 22 hours of prime time programming to affiliated stations. NBC's quality programs and balanced lineup have earned the network critical acclaim, ratings success, particularly among young, upscale viewers, and numerous awards, including more Emmy Awards than any network in television history.

#### Audience

NBC has one of the largest and most diverse audiences in the nation. NBC delivers top ratings in all key demographic groups.



#### Description

**CNN** CNN's viewers have 24hr access to the people, places, and events shaping the globe. With more worldwide bureaus than any other news operation, CNN's respected journalists are uniquely positioned to put viewers in the center of the day's biggest stories, whenever and wherever they happen.

#### Audience

CNN has the largest unduplicated reach of any news network. The primary demographic is adults 25-54 with an income of 60k+. The CNN.com's diverse audience consists of business decision-makers as well as young, active, and tech-savvy consumers.



#### Description

**FOX News** The FOX News Channel is a 24-hour general news service. Weekdays, FNC offers 17 hours of live programming, including one hour programs that take an in-depth look at the day's events and feature newsmaker interviews.

#### Audience

FOX News Channel delivers upscale demographics, reaching policy makers as well as ceos. FNC ranks #1 for reaching adults 25-54 with a median income of over \$70,000.



#### Description

**MSNBC** MSNBC brings the power of NBC News to cable subscribers. Delivering real-time information that is fast, fair and accurate, MSNBC presents the news in way that is compelling to the 21st Century news user with unmatched access to the personalities and journalists of NBC News, the most comprehensive breaking news coverage, unprecedented embedded campaign reporters and an unparalleled team of seasoned political experts.

#### Audience

The core audience of MSNBC consists of college educated, home owners skewing towards men with a median age of 41 and a household income of \$45K. MSNBC delivers the highest concentration of adult 25 to 54 year old viewers who are highly educated professionals on the cutting-edge of technology. MSNBC viewers tend to be early adopters – the first on their block to purchase the latest consumer technologies and electronics.

### Channels Web



#### Description

**Weather** Weather.com is the most popular source of online weather, news and information in the US. It features current conditions and forecasts for over 80,000 locations worldwide, along with local and regional radar. Weather.com offers weather-related lifestyle information for travel, driving, home & garden, and sporting events.

#### Audience

Reach passionate users who rely on Weather.com to help them plan their activities when they are planning their day.



#### Description

**Yahoo** Yahoo! is one of the leading internet services companies in the world. Yahoo! offers a diverse range of display advertising opportunities across its portal and the channels which comprise it. Yahoo!'s channels range from Autos to Movies to Tech, Sports, and Finance.

#### Audience

Yahoo has one of the largest and most diverse audiences on the web. Specific audiences can be targeted by age, gender, income, channel or by Yahoo's extensive behavioral targeting capabilities.



#### Description

**Google** Google, the largest search engine on the web, also provides display advertising opportunities on its content network.

#### Audience

Google has one of the largest and most diverse audiences on the web.