Cost of Advertising

Television Advertising Initial Cost = \$755,000	Low	<u>Amount</u> Medium	High
Locations	2hr/wk	5hr/wk	10hr/wk
Network Channels	\$550,000	\$1.24 mil	\$2.1 mil
Music/Entertainment	\$320,000	\$601,000	\$1.1 mil
Sports/Outdoors	\$405,000	\$891,000	\$1.6 mil
Movie Channels	\$345,000	\$605,000	, \$1.2 mil
Cable News	\$201,000	\$452,000	\$755,000
Radio Stations]	<u>Amount</u>	
Initial Cost = \$150,000	Low	Medium	High
<u>Locations</u>	2hr/wk	5hr/wk	10hr/wk
Hip Hop/R&B	\$125,000	\$251,000	\$552,000
Country	\$110,000	\$230,000	\$475,000
Rock 'n' Roll	\$106,000	\$235,000	\$490,000
Popular Music	\$155,000	\$395,000	\$665,000
Oldies	\$128,000	\$305,000	\$606,000
News	\$85,000	\$150,000	\$350,000
Magazines]	<u>Amount</u>	
Initial Cost = \$277,000	Low	Medium	High
Locations	5 pgs	15 pgs	30 pgs
<u>Locations</u> Sports/Outdoors	5 pgs \$45,000	15 pgs \$99,000	30 pgs \$225,000
Locations Sports/Outdoors Music/Entertainment	5 pgs \$45,000 \$57,000	15 pgs \$99,000 \$112,000	30 pgs \$225,000 \$244,000
<u>Locations</u> Sports/Outdoors	5 pgs \$45,000	15 pgs \$99,000	30 pgs \$225,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard	5 pgs \$45,000 \$57,000 \$75,000	15 pgs \$99,000 \$112,000 \$149,000	30 pgs \$225,000 \$244,000 \$365,000
Locations Sports/Outdoors Music/Entertainment Fashion	5 pgs \$45,000 \$57,000	15 pgs \$99,000 \$112,000 \$149,000	30 pgs \$225,000 \$244,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000	5 pgs \$45,000 \$57,000 \$75,000	15 pgs \$99,000 \$112,000 \$149,000 <u>Amount</u> Medium	30 pgs \$225,000 \$244,000 \$365,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations	5 pgs \$45,000 \$57,000 \$75,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25	30 pgs \$225,000 \$244,000 \$365,000 High 50
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000	5 pgs \$45,000 \$57,000 \$75,000 Low	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City Highway	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000 \$10,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000 \$66,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000 \$110,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City Highway Rural	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000 \$10,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000 \$66,000 \$31,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000 \$110,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City Highway Rural T-Shirt	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000 \$10,000 \$6,500	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000 \$66,000 \$31,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000 \$110,000 \$62,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City Highway Rural T-Shirt Initial Cost = \$45,000 Locations Mall Events	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000 \$10,000 \$6,500 Low 50,000 \$23,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000 \$66,000 \$31,000 Amount Medium 100,000 \$113,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000 \$110,000 \$62,000 High 250,000 \$276,000
Locations Sports/Outdoors Music/Entertainment Fashion Billboard Initial Cost = \$77,000 Locations City Highway Rural T-Shirt Initial Cost = \$45,000 Locations	5 pgs \$45,000 \$57,000 \$75,000 Low 5 Boards \$12,000 \$10,000 \$6,500 Low 50,000	15 pgs \$99,000 \$112,000 \$149,000 Amount Medium 25 Boards \$85,000 \$66,000 \$31,000 Amount Medium 100,000	30 pgs \$225,000 \$244,000 \$365,000 High 50 Boards \$192,000 \$110,000 \$62,000

Internet	<u>Amount</u>		
Initial Cost = \$144,000	Small	Тор	Pop-Up
<u>Locations</u>	Banner	Banner	Window
Ad on Newspaper Sites	\$18,000	\$35,000	\$82,000
Ad on Fan Websites	\$12,000	\$28,000	\$74,000
Ad on YouTube	\$75,000	\$288,000	\$805,000
Ad on Twitter	\$156,000	\$411,000	\$1.2 mil
Ad on Facebook	\$120,000	\$374,000	\$1.1 mil
Ad on Viral Videos	\$71,000	\$157,000	\$477,000