

### Cost of Advertising

#### **Television Advertising**

**Initial Cost = \$755,000**

<u>Locations</u>	<b>Low</b> <b>2hr/wk</b>	<b><u>Amount</u></b> <b>Medium</b> <b>5hr/wk</b>	<b>High</b> <b>10hr/wk</b>
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**

**Initial Cost = \$150,000**

<u>Locations</u>	<b>Low</b> <b>2hr/wk</b>	<b><u>Amount</u></b> <b>Medium</b> <b>5hr/wk</b>	<b>High</b> <b>10hr/wk</b>
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**

**Initial Cost = \$277,000**

<u>Locations</u>	<b>Low</b> <b>5 pgs</b>	<b><u>Amount</u></b> <b>Medium</b> <b>15 pgs</b>	<b>High</b> <b>30 pgs</b>
Sports/Outdoors	\$45,000	\$99,000	\$225,000
Music/Entertainment	\$57,000	\$112,000	\$244,000
Fashion	\$75,000	\$149,000	\$365,000

#### **Billboard**

**Initial Cost = \$77,000**

<u>Locations</u>	<b>Low</b> <b>5 Boards</b>	<b><u>Amount</u></b> <b>Medium</b> <b>25 Boards</b>	<b>High</b> <b>50 Boards</b>
City	\$12,000	\$85,000	\$192,000
Highway	\$10,000	\$66,000	\$110,000
Rural	\$6,500	\$31,000	\$62,000

#### **T-Shirt**

**Initial Cost = \$45,000**

<u>Locations</u>	<b>Low</b> <b>50,000</b>	<b><u>Amount</u></b> <b>Medium</b> <b>100,000</b>	<b>High</b> <b>250,000</b>
Mall Events	\$23,000	\$113,000	\$276,000
Sporting Events	\$27,000	\$115,000	\$285,000
Sporting Goods Stores	\$35,500	\$145,000	\$344,000

<b>Internet</b> <b>Initial Cost = \$144,000</b>		<b><u>Amount</u></b>		
	<b>Small</b>	<b>Top</b>	<b>Pop-Up</b>	
<b><u>Locations</u></b>	<b>Banner</b>	<b>Banner</b>	<b>Window</b>	
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	