

SUPERBOWL WEEK

JAN. 30 - FEB. 5

13: Fall Creek



147: I-465 NW



322: I-70 West



415: SR 67 South



14: Fall Creek



148: I-465 NW



323: I-70 West



416: SR 67 South



1,250 SPOTS PER UNIT PER DAY

TOTAL PROGRAM SPOTS	70,000
TOTAL DISPLAY TIME	560,000 Seconds
TOTAL ADVERTISING HOURS	156
COST PER SPOT	\$0.17
TOTAL CAMPAIGN COST	\$12,000 /Net 7 Days

625 SPOTS PER UNIT PER DAY

TOTAL PROGRAM SPOTS	35,000
TOTAL DISPLAY TIME	280,000 Seconds
TOTAL ADVERTISING HOURS	78
COST PER SPOT	\$0.23
TOTAL CAMPAIGN COST	\$8,000 /Net 7 Days



Proposal Dates: Jan. 30-Feb. 5, 2012
 Proposal and rates are valid through 1/30/2012
 This does not hold inventory