

Media Cost Comparison

Media Type	Total Viewers	Size or Type Ad	Cost of Ad	Cost/ 1000 Viewers	Viewing Time	Prequalified Audience	"Tune out" Factor
Car wrap	500,000 Base on 20,000 people per day traveling 1200 miles per month	Full color	\$80 per month	\$.16	8 seconds to 1 minute	Advertisers can enhance their image and Wow Factor is maximized with color and high-resolution graphics.	Almost impossible to tune out due to large scale of ads.
Sun Sentinel	389,000 per issue	1/4 page (5" x 6.5") Full color	\$4000	\$ 10.28	3 - 10 seconds	Completely random. The W.P. is free, there is no prequalification of readers. The law of large numbers.	People skim the paper or skip pages entirely. Many competing ads on same page.
Yellow Pages (Dade)	1,800,000 Printed only 10% of people still look at it (180,000)	5 1/4" x 5"	\$2863 X month	\$ 15.9	3 - 10 seconds	There is no prequalification of readers. Can target by certain sections of the book. Law of large numbers.	Many competing ads on same page.
Val-Pak Direct Mail	10,000	8" x 4" Full color	\$400 One mailing	\$ 40.00	3 - 10 seconds	Able to geographically target.	Often considered "junk mail", many times it is never even opened.
Radio (3 point rating)	45,000 during peak traffic	One minute spot	\$300 Per spot	\$ 6.67	1 minute	Some targeted demographics. The law of large numbers.	Seek/Scan buttons help people tune out radio messages quite easily and quite often.
Weston Express	25,000 "homes"	1/2 page 8 1/2" x 5" Full color	\$700 per month	\$ 28.00	3 - 10 seconds	Some targeted demographics.	Often considered "junk mail", many times it is never even opened.
Florida Sports Magazine	40,000 / issue Monthly publ. (covers Brooksville to Sarasota)	1/4 page 45/8" x 6" Blk/Wht	\$750 Two months	\$ 8.50	3 - 10 seconds	Some targeted demographics, however, area covered is very broad, and is probably more area than advertiser needs.	People skim the paper or skip pages entirely. Many competing ads on same page.
TV (Local Broadcast Station)	50,000	One 30 second spot	\$400 per spot	\$ 8.00	30 seconds	Some targeted demographics.	Remote control and Digital Video Recorder (TIVO®) helps people avoid commercials by "channel surfing" or skipping