



Progressive.com / Large University - national (14 top mkts) partnership marketing plan to 100 colleges (\$1,268,342.32)

This media plan is based on the development of a student based web site that is a sub-brand to the progressive.com web site. It would serve as a second entry point but will be the main entry point for this targeted audience as defined in the rfp. All media is designed to drive traffic to this sub-branded web site.

INsider magazine

1,200,000 directories and promotional copies. (6 issues at 200,000 circulation) Full page four color premium position - back cover advertisement in each issue. Logo & discount representation in discount directory. Distributed to the 100 targeted colleges. Valued at \$78,750.

INcard

Logo representation on the back of the card, valued at \$8,750

INcard.com web site

Full link, logo & discount representation on INcard.com web site home page. 360,000 guaranteed sessions valued at \$36,910 Special advertorial sections would be created related to autos and insurance. Key word purchase on College Club, Monster Board / JobTrak, Yahoo, Google, MSN and Lycos related to auto insurance. Valued at \$50,000. Development of a "student value added section" on the progressive web site, valued at \$25,000 but included in the production and advertising costs.

INradio & INtv

Two 30 Second Spots on INradio and on INtv broadcasted on over 100 campuses throughout the country. Logo representation on audio CD's distributed for show and featured on program as primary sponsor. Advertorial features on auto insurance, road trips, hottest cars purchased by college students, auto financing, etc. will be sponsored by Progressive Insurance. Six shows valued at \$72,000.

TCI Media Boards

100 36" x 48" Media Boards that are split between a half page advertorial and a half page advertisement. See sample submitted with proposal. All media boards would be positioned in targeted markets and would be portrayed 90 days in the fall and then 90 days in the spring. Valued at \$78,400.

College Newspapers

Logo representation & discount on 520 Quarter Page Ads in 65 College Newspapers, valued at \$198,032.32
260 in the fall semester and 260 in the spring semester

Campus Postering Program

45,000 promotional posters distributed to all 100 universities, valued at \$45,000. 50 posters with 25 take one applications on each poster would be displayed each month on each campus during the entire school year for a total of nine months. Logo representation and discount featured on all promotional pieces. Manufacture of the take one direct mail cards and posters will cost approximately \$15,500

Direct Mailing Solicitation

Mailing to 50,000 graduate and graduating students twice (Logo representation & Discount featured), valued at \$75,000

E-mail Solicitation

E-mailing to 50,000 graduate and graduating students twice (Logo representation & Discount featured), valued at \$35,000

Progressive Concert Series*

Title Sponsorship for concert tour, valued at \$75,000
Logo representation on all promotional materials related to event. Students would be enticed to request an auto insurance estimate in exchange for an INcard and a chance to win tickets to the locally promoted concert. A total of 14 concerts would be produced - one in each target market.

The Progressive "I Beat Bernie" Promotion*

Title Sponsorship, valued at \$75,000. March madness basketball promotion where students compete against the professionals in picking who will win the NCAA tournament.

Premium Manufacture

Purchase 100,000 INcards and fulfillment at \$3.50 each. Includes all literature and mailing costs to each member quotation. Valued at \$350,000.

Production of Creative & Advertising Message

Includes the design of all print, radio, television and internet presence and advertising. Valued at \$75,000.



Progressive.com / One State - Illinois partnership marketing plan to 80 colleges (\$1,229,065.20)

This media plan is based on the development of a student based web site that is a sub-brand to the progressive.com web site. It would serve as a second entry point but will be the main entry point for this targeted audience as defined in the rfp. All media is designed to drive traffic to this sub-branded web site.

INsider magazine

1,200,000 directories and promotional copies. (6 issues at 200,000 circulation) Full page four color premium position - back cover advertisement in each issue. Logo & discount representation in discount directory. Distributed to the 80 targeted colleges. Valued at \$78,750.

INcard

Logo representation on the back of the card, valued at \$8,750

INcard.com web site

Full link, logo & discount representation on INcard.com web site home page. 360,000 guaranteed sessions valued at \$36,910 Special advertorial sections would be created related to autos and insurance. Key word purchase on College Club, Monster Board / JobTrak, Yahoo, Google, MSN and Lycos related to auto insurance. Valued at \$50,000. Development of a "student value added section" on the progressive web site, valued at \$25,000 but included in the production and advertising costs.

INradio & INtv

Two 30 Second Spots on INradio and on INtv broadcasted on over 100 campuses throughout the country. Logo representation on audio CD's distributed for show and featured on program as primary sponsor. Advertorial features on auto insurance, road trips, hottest cars purchased by college students, auto financing, etc. will be sponsored by Progressive Insurance. Six shows valued at \$72,000.

TCI Media Boards

100 36" x 48" Media Boards that are split between a half page advertorial and a half page advertisement. See sample submitted with proposal. All media boards would be positioned in targeted markets and would be portrayed 90 days in the fall and then 90 days in the spring. Valued at \$78,400.

College Newspapers

Logo representation & discount on 567 Quarter Page Ads in 81 College Newspapers, valued at \$170,755.20
243 in the fall semester and 324 in the spring semester

Campus Postering Program

36,000 promotional posters distributed to all 80 universities, valued at \$36,000. 50 posters with 25 take one applications on each poster would be displayed each month on each campus during the entire school year for a total of nine months. Logo representation and discount featured on all promotional pieces. Manufacture of the take one direct mail cards and posters will cost approximately \$12,500

Direct Mailing Solicitation

Mailing to 50,000 graduate and graduating students twice (Logo representation & Discount featured), valued at \$75,000

E-mail Solicitation

E-mailing to 50,000 graduate and graduating students twice (Logo representation & Discount featured), valued at \$35,000

Progressive Concert Series*

Title Sponsorship for concert tour, valued at \$75,000
Logo representation on all promotional materials related to event. Students would be enticed to request an auto insurance estimate in exchange for an INcard and a chance to win tickets to the locally promoted concert. A total of 14 concerts would be produced throughout the state.

The Progressive "I Beat Bernie" Promotion*

Title Sponsorship, valued at \$75,000. March madness basketball promotion where students compete against the professionals in picking who will win the NCAA tournament.

Premium Manufacture

Purchase 100,000 INcards and fulfillment at \$3.50 each. Includes all literature and mailing costs to each member quotation. Valued at \$350,000.

Production of Creative & Advertising Message

Includes the design of all print, radio, television and internet presence and advertising. Valued at \$75,000.