

CAMPAIGN	(A) 14 Markets	(B) One State Illinois	Top 100	cost T100	T100 cpm	Top 500	cost T500	T500 cpm	Criteria:
Total # Schools Effected	100	81	152			620			
Total Base Students	997,483	562,999	2.7 Million			8 Million			
Campaign Presence	9 months	9 months	9 months			9 months			
Insider Magazine	14,880,000	14,880,000	14,880,000	78,750	5.321	74,400,000	300,000	4.032	Avg Copy of Insider has a readership of 12.4x
INcard	2,700,000	2,700,000	2,700,000	8,750	3.244	6,750,000	36,910	5.468	Avg Student Uses their card 3x per month or 27x per year
INcard.com	1,365,000	1,365,000	1,365,000	86,910	63.670	1,365,000	86,910	63.670	365M via INcard.com & 1000M via Major Search Engines
INradio & Intv	6,000,000	6,000,000	6,000,000	72,000	12.000	42,000,000	144,000	3.429	Top 500 is based upon 500 vs 100 Campus Participation
TCI Media Boards	66,384,000	66,384,000	99,576,000	103,200	1.036	279,476,640	289,648	1.036	T100 includes 150 boards & T500 includes 421 boards
College Newspapers	997,500	623,200	2,963,026	302,706	102.162	7,946,726	1,109,869	13.970	Avg college newspaper has a readership of 2x
Campus Postering	10,125,000	8,100,000	15,390,000	87,000	5.653	62,775,000	279,000	4.444	Based upon 25 impressions per poster per month x9 months
Direct Mail Campaign	100,000	100,000	100,000	75,000	750.000	500,000	365,000	730.000	Top 500 is based upon 500M mailings & includes printing
E-mail Campaign	100,000	100,000	100,000	35,000	350.000	500,000	175,000	350.000	Top 500 is based upon 500M emails
Concert Series Promotion	21,868,000	21,868,000	21,868,000	75,000	3.430	78,100,000	150,000	1.921	Top 500 is based upon 50 concert performances
I-Beat-Berni Promotion	14,000,000	14,000,000	14,000,000	75,000	5.357	50,000,000	150,000	3.000	Top 500 is based upon 50 market performance
Premium Manufacture				350,000			1,750,000		Top 500 is based upon the issuance of 500M Incards
TOTAL # IMPRESSIONS	138,519,500	136,120,200	178,942,026			603,813,366			
Campaign Amount	\$ 1,193,342.00	\$ 1,154,065.00	\$ 1,349,316.00	\$ 1,349,316.00		\$ 4,836,337.32	\$ 4,836,337.32		
CPM impressions	8.615	8.478	7.541			8.010			
Avg Cost Per Campus	\$ 11,933.42	\$ 14,247.72	\$ 8,877.08			\$ 7,800.54			