

Daily News

Region C Recruitment/Election Advertising Campaign

All rates include creative, printing, distribution and insertion.

Online: $\$500 \times 2 = \$1,000$

Inserts: 28,000 4/2 flyers @ $\$50.50 = \$1,414 \times 2 = \$2,828$

Print: 4 day BB 1x3.5 = $\$147$ each – per week = $\$588 \times 2 = \$1,176$

(4/2 – full one side/2 color other side)

(1 column = 1.65”)

Total: $\$5,004$

Campaign Ad Schedule

Candidate Solicitation

February print 1colx3.5

2/26 Main news

2/27 Main news

2/28 Main news

2/29 Main news

February Online rotating box ad

2/21-2/28

Above homepage fold - 24/7

February Inserts

Distribution date TBD

Suggested dates: 2/26-2/27 or 2/28

Election Day

May print 1colx3.5

5/23 - Main news

5/24 - Main news

5/25 - Main news

5/26 - Main news

May Online rotating box ad

5/20-5/27

Above homepage fold - 24/7

May Inserts

Distribution date TBD

Suggested dates: 5/21-5/22 or 5/23