

## ADVERTISING COSTS:

Advertising, whether print ads in magazines or TV commercials, runs on the basic premise that the more you buy, the cost per ad goes down.

### MAGAZINES

Magazines always publish a rate card and those rates are always negotiable. Most national magazines produce regional versions. Typically the editorial content is the same nationwide. The regional versions allow the publishers to sell a more affordable and targeted distribution.

So Country Living magazine for example shows a rate card price for a ½ page ad selling for \$27,098. This was negotiated to \$5,160. This is for the 172,000 subscribers in the seven state region comprising our target market. To run the ad in Country Living's full national circulation of 1.2M, their rate card rate is \$129,320. We did not negotiate a price.

A full page ad in the 15 state regional edition, 336,000 subscribers, of Field and Stream has a rate card price of \$42,568 and a negotiated rate of \$18,069.

### TELEVISION

This chart tells us that for TV in Oklahoma City, a 30-second commercial on NBC, CBS or ABC (broadcast channels such as WIBW in Topeka for example) will cost \$307 each. The same spot on a cable channel, the History Channel for example, is \$108.

In Kansas City those costs are \$302 for broadcast channels and \$96 for cable.

To buy a cable network show on a national basis those costs can run from \$9,125 each to \$60,000 each as shown in the chart examples based on the total amount spent.

### DIGITAL/SOCIAL MEDIA

Digital media is purchased based on the number of thousand viewers reaching a specific page on a website. As an example, for \$1-\$2 we reach 1,000 viewers on Facebook. The type of ad such as a 15 second video will run around \$16-\$18 per thousand.

## Example – Tourism Ad Rates

National Cable TV	Packaged	Negotiated	Viewers
American Pickers		\$60,000	4.8MM
Pawn Stars		\$60,000	5.1MM
History Channel	60-spots ROS, \$547,500	\$9,125	24.2MM
KSTT Broadcast/ Cable	Number of Spots – Various Programming	Average Rate	Viewers
Oklahoma City – Broadcast	165-spots, \$50,615	\$307	3.2MM
Oklahoma City – Cable	94-spots, \$10,161	\$108	110K
Kansas City Metro – Broadcast	211-spots, \$63,780	\$302	4.8MM
Kansas City Metro – Cable	104-spots, \$9999	\$96	180K
Digital/Social Media	Rate Per Thousand Viewed		
Facebook Ads	\$1-\$2		
YouTube Video Ads	\$11.05		
Local Ad Network	\$4		
Yahoo Ad Network	\$8		
Video Ad Network	\$16.50	Free Display ad included in buy	
Pandora	\$16, negotiated to \$14.35		
TripAdvisor	\$18, negotiated to \$17		
Pay-Per-Click	Industry average \$0.74, negotiated to \$0.34		

Example – Tourism Ad Rates

Magazine Rates	Actual	Negotiated	Readers
Audubon 1/2 page	\$23,911 – National	\$6,470	420K
Country Living 1/2 page	\$27,098 – : <i>Kansas, Iowa, Missouri, Nebraska, Arkansas, Oklahoma, Colorado</i>	\$5,160	172K
Family Circle 1/2 page	\$29,203 – : <i>Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, Oklahoma</i>	\$9,922	397K
Reader's Digest 1/2 page	\$66,865 – <i>Regional: Montana, Wyoming, Colorado, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, Kentucky, Ohio, West Virginia, Pittsburgh</i>	\$15,084	1.7MM
Field & Stream	\$42,568 – <i>Regional: Arkansas, Colorado, Idaho, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, Wyoming</i>	\$18,069	336K
O, The Oprah Magazine 1/2 page	\$19,846 – <i>Regional: North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Texas, Louisiana, Arkansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Kentucky, Tennessee, Mississippi, Alabama</i>	\$15,800	640K