

**New York**

	% of State	A35+ 4Q	A35+ 1Q/3Q	Summer 2013	Fall 2013	Winter 2014	Total	
				Flight #1	Flight #2	Flight # 3	GRPs	Net Cost
				CPP		CPP		
<b>GM TELEVISION (:30s)</b>								
New York City	63.10%	\$1,738	\$1,477	0	1600	1600	3,200	\$4,372,808.00
Rochester	10.30%	\$128	\$109	0	1600	1600	3,200	\$322,048.00
Buffalo	9.00%	\$167	\$142	0	1600	1600	3,200	\$420,172.00
Albany	6.90%	\$141	\$120	0	1600	1600	3,200	\$354,756.00
Syracuse	4.70%	\$154	\$131	0	1600	1600	3,200	\$387,464.00
Binghamton	2.00%	\$62	\$53	0	1600	1600	3,200	\$155,992.00
Watertown	1.30%	\$76	\$65	0	1600	1600	3,200	\$191,216.00
Elmira	1.10%	\$55	\$47	0	1600	1600	3,200	\$138,380.00
Utica	0.70%	\$58	\$49	0	1600	1600	3,200	\$145,928.00
<b>NY Rangers, NY Islanders, Buffalo Sabres (:30s)</b>								
Statewide		\$744	\$670	0	300	450	750	\$446,108.33
<b>GM RADIO (:60s)</b>								
New York City		\$900	\$850	400	300	300	1,000	\$735,250.00
Rochester		\$86	\$73	400	300	300	1,000	\$65,335.00
Buffalo		\$85	\$72	400	300	300	1,000	\$64,440.00
Albany		\$93	\$79	400	300	300	1,000	\$70,705.00
Syracuse		\$80	\$68	400	300	300	1,000	\$60,860.00
Binghamton		\$25	\$21	400	300	300	1,000	\$18,795.00
Watertown		\$18	\$15	400	300	300	1,000	\$13,425.00
Elmira-Corning		\$27	\$23	400	300	300	1,000	\$20,585.00
Utica-Rome		\$31	\$26	400	300	300	1,000	\$23,270.00
Olean		\$26	\$22	400	300	300	1,000	\$19,690.00
Ithaca		\$29	\$25	400	300	300	1,000	\$22,375.00
Poughkeepsie		\$72	\$61	400	300	300	1,000	\$54,595.00
Newburgh-Middletown		\$78	\$66	400	300	300	1,000	\$59,070.00
<b>Hispanic Radio (WADO-AM, WSKQ-FM, &amp; WPAT-FM)</b>								
New York City		\$220	\$198	400	300	300	1,000	\$173,910.00
<b>Outdoor (Posters/Bulletins/Bus Shelters)</b>								
Statewide				Units	Units	Units	Units	
				200	200	200	600	\$765,000.00
<b>PRINT 1/2 Page 4C</b>								
		Circulation	Readership				# of Inserts	
New York Daily News (Daily)		601,097	1,502,743	4	4	4	12	\$451,962.00
Rochester Democrat and Chronicle (Daily)		116,891	292,228	4	4	4	12	\$370,423.20
Buffalo News (Daily)		154,748	386,870	4	4	4	12	\$255,816.00
Albany Times Union (Daily)		65,710	164,275	4	4	4	12	\$242,719.20
Syracuse Post Standard (Daily)		80,720	201,800	4	4	4	12	\$171,513.00
<b>ONLINE-All Geo-targeted to New York</b>								
Targeting to W35-55, A18-25, A65+, Hispanic A18-44		Specs	CPM	Impressions		Total Impressions		
Examples of sites:		728x90, 300x250, 160x600	\$8.02	36,000,000	27,000,000	27,000,000	90,000,000	\$613,800.00
W-35-55: HuffingtonPost, CNN, People, WebMD				Estimated Clicks				
A18-25: Gawker, MSN, ESPN, Wikia				18,000	13,500	13,500	45,000	
A65+: Comcast, FoxNews, Time, Legacy, NYTimes				\$288,847	\$216,635	\$216,635		
Hispanic A18-44: Univision, Telemundo, Migente								
<b>Mobile: Pandora Auto-Play Video + Static Banner Ad</b>								
			\$24	1,000,000	1,000,000	1,000,000	3,000,000	\$60,000.00
<b>Search: Google, Bing &amp; Yahoo</b>								
			\$2.50/CPC	9000	9000	9000	27,000	\$57,375.00
				\$1,580,782.80	\$5,123,916.13	\$4,621,086.80		\$11,325,785.73