

CAPITOL MARKETING CONCEPTS

Advertiser Incentive Program

CASE ANALYSIS

Chicago Tribune

Chicago, IL

(500k Daily, 900k Sunday)

PROMOTIONAL PERIOD:

4 Weeks September 13th - October 11th

ADVERTISING PERIOD:

3 Months September 27th - December 26th

PROMOTIONAL DETAILS:

Target Group: Current Client Base & Potential New Accounts

Qualifier: Purchase 'X' dollar amount of advertising (current or new) and receive a Level '#' Award.

PROMOTIONAL RESULTS:

LEVEL	QUALIFIED	TRIBUNE AD RATE*	TRIBUNE AWARD INVESTMENT
1	258	\$2,500	\$400
2	93	\$5,000	\$800
3	32	\$10,00	\$1,200
4	12	\$15,000	\$1,800
5	18	\$20,000	\$2,400
6	22	\$30,000	\$3,600
7	10	\$50,000	\$5,000
8	0	\$75,000	\$12,500
9	1	\$100,000	\$12,500
TOTALS	446	\$3,230,000 gross	\$422,500

*indicates minimum dollar amount advertiser was required to spend to qualify for incentive award
(variance on certain levels due to spending levels in separate editions of publication)

Statistics:

Total # of Current Advertisers = **305**

Total Current Revenue = \$2,000,000

Total # of New Advertisers = **141**

Total New Revenue = \$1,230,000

NET Revenue Total = \$2,807,500