

CAPITOL MARKETING CONCEPTS

Advertiser Incentive Program

CASE ANALYSIS

Pittsburgh Post – Gazette / Post-Gazette.com

Pittsburgh, PA

PROMOTIONAL PERIOD:

2 Weeks April 2nd – April 15th 2010

PROMOTIONAL DETAILS:

Target Group: Existing Client Base & Potential New Accounts

Qualifier: Purchase ‘X’ dollar amount of advertising (new or incremental)
and receive a Level “#” Award.

PROMOTIONAL RESULTS:

| LEVEL | QUALIFIED | POST-GAZETTE AD RATE* | POST-GAZETTE AWARD INVESTMENT |
|---------------|------------------|----------------------------------|--|
| 1 | 82 | \$2,500 | \$400 |
| 2 | 33 | \$5,000 | \$800 |
| 3 | 23 | \$7,500 | \$1,200 |
| 4 | 0 | \$12,000 | \$2,400 |
| 5 | 13 | \$15,000 | \$2,500 |
| 6 | 2 | \$25,000 | \$3,600 |
| 7 | 8 | \$32,000 | \$5,000 |
| TOTALS | 161 | \$1,149,828.30 gross | \$165,200 |

*indicates minimum dollar amount advertiser was required to spend to qualify for incentive award

Statistics:

Total # of Incremental Advertisers = 94

Total Incremental Revenue = \$660,259.50

Total # of New Advertisers = 67

Total New Revenue = \$489,568.80