

CAPITOL MARKETING CONCEPTS

Advertiser Incentive Program

CASE ANALYSIS

Sun Sentinel / SunSentinel.com

Fort Lauderdale, FL

PROMOTIONAL PERIOD:

2 Weeks May 3rd – May 14th 2010

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	SUN SENTINEL AD RATE*	SUN SENTINEL AWARD INVESTMENT
1	27	\$2,500	\$400
2	36	\$5,000	\$800
3	9	\$7,500	\$1,200
4	17	\$10,000	\$1,800
5	5	\$15,000	\$2,400
6	4	\$20,000	\$3,600
7	9	\$30,000	\$5,000
TOTALS	107	\$1,042,077 gross	\$152,400

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

Statistics:

Total # of Current Advertisers = 68

Total Current Revenue = **\$729,454**

Total # of New Advertisers = 39

Total New Revenue = **\$312,623**

Total Digital Revenue = **\$204,000**

NET Revenue Total = \$889,677