

<b>Round 1 - Northwest Florida</b>	<b>Price</b>	<b>Reach</b>
Northwest Florida Daily News*	\$894.08	75,000
Crestview News Bulletin	\$239.06	15,723
The Destin Log	\$232.36	10,000
The Walton Sun	\$165.11	12,000
Washington County News	\$94.82	4,000
Santa Rosa Free Press	\$191.24	4,000
Santa Rosa Press Gazette	\$143.43	25,846
The Gulf Breeze News	\$472.00	12,000
Panama City News Herald*	\$404.04	25,000
<b>Total</b>	<b>\$2,836.14</b>	<b>183,569</b>
<b>Round 2 - Northeast Florida Advertising</b>		
<b>Price</b>	<b>Reach</b>	
Florida Times-Union*	\$1,100.00	272,265
The Florida Star	\$532.13	35,000
Jacksonville Free Press	\$760.72	43,500
Daytona Beach News-Journal	\$999.00	64,000
Daytona Times	\$765.00	45,000
Ocala Star-Banner	\$1,068.08	49,100
The Villages Daily Sun	\$464.63	37,000
Gainesville Sun	\$1,187.28	147,500
Alachua County Today	\$185.63	15,000
Citrus County Chronicle	\$788.50	31,500
<b>Total</b>	<b>\$7,850.97</b>	<b>739,865</b>
<b>Round 3 - Central Florida Advertising</b>		
<b>Price</b>	<b>Reach</b>	
Lakeland Ledger	\$1,016.35	52,552
Winter Haven News-Chief	\$174.56	5,500
The Polk County Democrat & Lake Wales News	\$316.85	30,800
El Sentinel	\$756.00	100,233
Orlando Business Journal	\$900.00	100,000
The Orlando Times	\$535.50	70,000
Winter Park/Maitland Observer & East Orlando Sun	\$150.00	10,000
Florida Today	\$956.66	66,881
Orlando Sentinel*	\$300.00	204,100
Pasco Tribune & Suncoast News Publication	\$325.00	54,815
Tampa Tribune*	\$800.00	164,358
Wauchula Herald-Advocate	\$125.78	4,400
<b>Total</b>	<b>\$6,356.70</b>	<b>863,639</b>
<b>Round 4 - South Florida Advertising</b>		
<b>Price</b>	<b>Reach</b>	
Diario Las Americas	\$567	38,586
Miami Herald & El Nuevo Herald	\$2,913.75	261,657
The Miami Times	\$1,504.13	356,200
South Florida Sun Times	\$425.00	60,000
The Key West Keynoter	\$513.60	14,000
Key West Citizen	\$849.00	10,300
South Florida Sun-Sentinel*	\$1,021.99	128,769
Treasure Coast News*	\$1,008	48,000
Hometown News	\$337.50	6,000
<b>Total</b>	<b>\$9,140</b>	<b>923,512</b>
<b>Round 5 - Southwest Florida Advertising</b>		
<b>Price</b>	<b>Reach</b>	
Tampa Tribune*	\$850	164,358

St. Petersburg Times*	\$1,500	212,199
Sarasota Herald-Tribune	\$1,102.50	81,434
Fort Myers News-Press	\$1,133.60	208,650
Naples Daily News	\$1,327.28	146,735
Clewiston News, Glades Democrat, The Sun	\$303.00	7,500
Cape Coral Breeze, The Pine Island Eagle, The Ft Myers Beach Observer, The Sanibel Island Reporter, The LeHigh Acres Citizen, The Ft Myers Beach Observer	\$929.89	250,000
Charlotte Sun, DeSoto Sun, Englewood Sun, North Port Sun and Venice Gondolier Sun	\$1,534.05	44,345
La Gaceta	\$210.00	18,000
Beach/Seminole Beacon, Belleair Bee, Clearwater Beacon, Largo Leader, Pinellas Park Beacon	\$1,209.00	166,000
East County Observer	\$651.96	70,000
<b>Total</b>	\$10,751	1,369,221
<b>Grand Total</b>	\$36,935.06	4,079,806
<b>Individual Average</b>	\$724.22	79,996
<b>Weekly Average</b>	\$7,387.01	815,961
<b>Persons Reached Per Ad Dollar Spent</b>	110	

\* Online Ad Buy