



## PACKAGE SUMMARY

Conference	Total Number of Schools	Total Population	25 GRP Showing		Total VALUE for 4 month flight	Your Conference Investment	You Save	Average DEC
			Total Allotment	Total Monthly Cost				
Atlantic Coast Conference	6	5,147,940	24	\$58,908	\$235,632	\$200,287	\$35,345	287,375.25
Big 12 Conference	8	1,511,135	20	\$36,498	\$145,992	\$124,093	\$21,899	143,273.13
Big East Conference	3	6,659,075	39	\$95,406	\$381,624	\$299,239	\$33,249	430,648.38
Big Ten Conference	6	13,318,150	83	\$190,812	\$763,248	\$231,008	\$25,668	861,296.75
Conference USA	6	4,005,945	23	\$70,876	\$283,504	\$240,978	\$42,526	233,951.20
Mid-American Conference	7	30,642,245	189	\$452,500	\$1,810,000	\$316,912	\$35,212	1,956,544.70
Mountain West Conference	5	3,966,799	18	\$87,373	\$349,492	\$297,068	\$52,424	225,321.19
Southeastern Conference	11	65,251,289	396	\$992,373	\$3,969,492	\$269,662	\$29,962	4,138,410.59
Sun Belt Conference	7	828,439	15	\$21,162	\$84,648	\$71,951	\$12,697	94,801.54
Western Athletic Conference	4	2,315,414	15	\$94,464	\$377,856	\$321,178	\$56,678	152,415.45
Independent	2	541,059	27	\$23,617	\$94,468	\$80,298	\$14,170	12,803.74
<b>TOTAL</b>	<b>65</b>	<b>134,187,490</b>	<b>849</b>	<b>\$2,123,989</b>	<b>\$8,495,956</b>	<b>\$2,452,674</b>	<b>\$359,830</b>	<b>8,536,841.90</b>

**Total Conference Value**  
**\$8,495,956**

**Your Conference Investment**  
**\$2,452,674**

**Total Conference Savings**  
**\$359,830**

Pricing based on listed conference coverage purchase from September to December.



**ATLANTIC COAST CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Clemson University	Clemson, SC	18,400	Posters	2	\$935	\$3,740	2,300.00	\$0.91	94.9%	39.5
Duke University	Durham, NC	1,187,941	Bulletins	3	\$3,960	\$15,840	98,995.08	\$0.04	86.2%	43.5
Florida State University	Tallahassee, FL	188,748	Bulletins *	3	\$7,260	\$29,040	15,729.00	\$0.46	86.2%	43.5
Georgia Institute of Technology	Atlanta, GA	2,440,910	Bulletins	10	\$33,000	\$132,000	61,022.75	\$0.05	86.2%	43.5
North Carolina State University	Raleigh, NC	1,187,941	Bulletins	3	\$11,220	\$44,880	98,995.08	\$0.11	86.2%	43.5
University of Virginia	Charlottesville, VA	124,000	Posters	3	\$2,533	\$10,132	10,333.33	\$0.24	94.9%	39.5
<b>TOTAL</b>	--	5,147,940	--	24	\$58,908	\$235,632	287,375.25	\$0.30	89.1%	42.2

**Total Conference Value**  
\$44,880

**Your Conference Investment**  
\$40,392

**Total Conference Savings**  
\$4,488

**BIG 12 CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Baylor University	Waco, TX	202,100	Bulletins *	2	\$3,509	\$14,036	25,262.50	\$0.31	86.2%	43.5
Iowa State University	Ames, IA	79,981	Bulletins	2	\$1,100	\$4,400	9,997.63	\$0.25	86.2%	43.5
Texas A&M University, College Station	College Station, TX	152,415	Bulletins *	2	\$2,783	\$11,132	19,051.88	\$0.33	86.2%	43.5
Texas Tech University	Lubbock, TX	171,039	Bulletins *	2	\$3,960	\$15,840	21,379.88	\$0.41	86.2%	43.5
University of Kansas	Lawrence, KS	71,200	Posters	2	\$1,210	\$4,840	8,900.00	\$0.30	94.9%	39.5
University of Missouri, Columbia	Columbia, MO	104,500	Posters	2	\$1,210	\$4,840	13,062.50	\$0.21	94.9%	39.5
University of Nebraska, Lincoln	Lincoln, NE	167,900	Bulletins *	4	\$7,436	\$29,744	18,500.00	\$0.40	86.2%	43.5
University of Texas at Austin	Austin, TX	562,000	Bulletins	4	\$15,400	\$61,600	35,125.00	\$0.24	86.2%	43.5
<b>TOTAL</b>	--	1,511,135	--	20	\$36,608	\$146,432	151,279.38	\$0.31	88.4%	42.5

**Total Conference Value**  
\$146,432

**Your Conference Investment**  
\$131,789

**Total Conference Savings**  
\$14,643

**BIG EAST CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
University of Connecticut	Hartford, CT	859,400	Posters	24	\$24,200	\$96,800	8,952.08	\$0.04	94.9%	39.5
Syracuse University	Syracuse, NY	732,117	Bulletins *	3	\$10,742	\$42,968	61,009.75	\$0.17	86.2%	43.5
University of Pittsburgh	Pittsburgh, PA	1,983,500	Bulletins *	10	\$70,400	\$281,600	49,587.50	\$0.13	86.2%	43.5
West Virginia University	Morgantown, WV	81,800	Bulletins	2	\$1,980	\$7,920	10,225.00	\$0.43	86.2%	43.5
<b>TOTAL</b>	--	2,797,417	--	39	\$83,122	\$332,488	120,822.25	\$0.24	86.2%	43.5

**Total Conference Value**  
\$332,488

**Your Conference Investment**  
\$299,239

**Total Conference Savings**  
\$33,249

**BIG TEN CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Michigan State University	East Lansing, MI	335,300	Bulletins	3	\$9,339	\$37,356	27,941.67	\$0.33	86.2%	43.5
Ohio State University	Columbus, OH	800,700	Bulletins	9	\$21,038	\$84,152	22,241.67	\$0.10	86.2%	43.5
Pennsylvania State University	State College, PA	135,758	Posters	2	\$1,606	\$6,424	16,969.75	\$0.21	94.9%	39.5
Pennsylvania State University	York, PA	231,900	Posters	14	\$10,626	\$42,504	4,141.07	\$0.12	94.9%	39.5
Pennsylvania State University	Lancaster, PA	351,100	Posters	20	\$15,620	\$62,480	4,388.75	\$0.08	94.9%	39.5
Purdue University	West Lafayette, IN	132,200	Bulletins	2	\$3,344	\$13,376	16,525.00	\$0.45	86.2%	43.5
University of Illinois, Champaign	Champaign, IL	55,500	Bulletins	2	\$1,760	\$7,040	6,937.50	\$0.57	86.2%	43.5
University of Iowa	Iowa City, IA	75,000	Posters	1	\$836	\$3,344	18,750.00	\$0.40	94.9%	39.5
<b>TOTAL</b>	--	2,117,458	--	53	\$64,169	\$256,676	117,895.40	\$0.38	120.8%	55.3

**Total Conference Value**  
\$256,676

**Your Conference Investment**  
\$231,008

**Total Conference Savings**  
\$25,668



**CONFERENCE USA**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
East Carolina University	Greenville, NC	133,798	Bulletins	2	\$2,090	\$8,360	16,724.75	\$0.28	86.2%	43.5
Texas Christian University	Fort Worth, TX	1,039,747	Bulletins	4	\$12,320	\$49,280	64,984.19	\$0.11	86.2%	43.5
Tulane University	New Orleans, LA	934,000	Bulletins	5	\$13,750	\$55,000	46,700.00	\$0.11	86.2%	43.5
University of Alabama at Birmingham	Birmingham, AL	678,400	Bulletins *	3	\$11,217	\$44,868	56,533.33	\$0.20	86.2%	43.5
University of Cincinnati	Cincinnati, OH	1,159,100	Bulletins *	7	\$28,860	\$115,440	41,396.43	\$0.13	86.2%	43.5
University of Southern Mississippi	Hattiesburg, MS	60,900	Bulletins *	2	\$2,640	\$10,560	7,612.50	\$0.77	86.2%	43.5
<b>TOTAL</b>	--	4,005,945	--	23	\$70,877	\$283,508	233,951.20	\$0.26	86.2%	43.5

**Total Conference Value**  
\$283,508

**Your Conference Investment**  
\$255,157

**Total Conference Savings**  
\$28,351

**MID-AMERICAN CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Bowling Green State University	Bowling Green, OH	27,799	Posters	2	\$1,276	\$5,104	3,474.88	\$0.82	94.9%	39.5
Central Michigan University	Mount Pleasant, MI	74,500	Posters	4	\$2,992	\$11,968	4,656.25	\$0.36	94.9%	39.5
Marshall University	Huntington, WV	164,399	Bulletins *	4	\$6,798	\$27,192	10,274.94	\$0.37	86.2%	43.5
Miami University of Ohio	Cincinnati, OH	1,159,100	Bulletins *	7	\$28,860	\$115,440	41,396.43	\$0.13	86.2%	43.5
Northern Illinois University	De Kalb, IL	35,400	Posters	2	\$1,320	\$5,280	4,425.00	\$0.67	94.9%	39.5
University of Akron	Akron, OH	745,000	Bulletins	1	\$1,155	\$4,620	186,250.00	\$0.06	86.2%	43.5
University at Buffalo	Buffalo, NY	767,768	Bulletins *	7	\$33,880	\$135,520	27,420.29	\$0.23	86.2%	43.5
University of Toledo	Toledo, OH	458,739	Posters	14	\$11,750	\$47,000	8,191.77	\$0.07	94.9%	39.5
<b>TOTAL</b>	--	3,432,705	--	41	\$88,031	\$352,124	286,089.54	\$0.38	103.5%	47.4

**Total Conference Value**  
\$352,124

**Your Conference Investment**  
\$316,912

**Total Conference Savings**  
\$35,212

**MOUNTAIN WEST CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
San Diego State University	San Diego, CA	2,090,000	Bulletins	6	\$52,470	\$209,880	85,900.00	\$0.15	86.2%	43.5
University of Nevada, Las Vegas	Las Vegas, NV	1,045,800	Bulletins *	5	\$15,400	\$61,600	52,290.00	\$0.11	86.2%	43.5
University of New Mexico	Albuquerque, NM	438,000	Bulletins	2	\$6,600	\$26,400	54,750.00	\$0.27	86.2%	43.5
University of Wyoming	Laramie, WY	41,700	Bulletins *	1	\$825	\$3,300	10,425.00	\$0.71	86.2%	43.5
U.S. Air Force Academy	Colorado Springs, CO	351,299	Bulletins *	4	\$13,178	\$52,712	21,956.19	\$0.33	86.2%	43.5
<b>TOTAL</b>	--	3,966,799	--	18	\$88,473	\$353,892	225,321.19	\$0.31	86.2%	43.5

**Total Conference Value**  
\$353,892

**Your Conference Investment**  
\$318,503

**Total Conference Savings**  
\$35,389



**SOUTHEASTERN CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Auburn University	Auburn, AL	37,700	Posters	4	\$2,154	\$8,616	2,356.25	\$0.51	94.9%	39.5
Auburn University	Columbus, GA	136,289	Bulletins	3	\$1,950	\$7,800	11,357.42	\$0.17	86.2%	43.5
Louisiana State University	Baton Rouge, LA	288,899	Bulletins *	3	\$8,910	\$35,640	24,074.92	\$0.37	86.2%	43.5
Mississippi State University	Starkville, MS	23,500	Bulletins *	2	\$3,300	\$13,200	2,937.50	\$2.51	86.2%	43.5
University of Alabama	Tuscaloosa, AL	121,400	Bulletins *	3	\$5,940	\$23,760	10,116.67	\$0.58	86.2%	43.5
University of Florida	Gainesville, FL	114,300	Bulletins	3	\$3,960	\$15,840	9,525.00	\$0.41	86.2%	43.5
University of Georgia	Athens, GA	116,500	Bulletins *	4	\$7,854	\$31,416	7,281.25	\$0.60	86.2%	43.5
University of Kentucky	Lexington, KY	168,100	Bulletins	2	\$5,768	\$23,072	21,012.50	\$0.61	86.2%	43.5
University of Mississippi	Oxford, MS	24,000	Bulletins *	2	\$1,529	\$6,116	3,000.00	\$1.14	86.2%	43.5
University of South Carolina	Columbia, SC	405,000	Bulletins *	4	\$11,440	\$45,760	25,312.50	\$0.25	86.2%	43.5
University of Tennessee	Knoxville, TN	441,000	Bulletins *	3	\$8,745	\$34,980	36,750.00	\$0.24	86.2%	43.5
Vanderbilt University	Nashville, TN	844,000	Bulletins *	5	\$15,510	\$62,040	42,200.00	\$0.13	86.2%	43.5
<b>TOTAL</b>	--	2,682,988	--	34	\$74,906	\$299,624	193,567.75	\$0.64	86.2%	43.5

**Total Conference Value**  
\$299,624

**Your Conference Investment**  
\$269,662

**Total Conference Savings**  
\$29,962

**SUN BELT CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Arkansas State University	Jonesboro, AR	82,148	Bulletins *	1	\$990	\$3,960	20,537.00	\$0.43	86.2%	43.5
Middle Tennessee State University	Murfreesboro, TN	53,200	Posters	4	\$2,420	\$9,680	3,325.00	\$0.41	94.9%	39.5
New Mexico State University	Las Cruces, NM	62,126	Bulletins *	3	\$4,950	\$19,800	5,177.17	\$0.95	86.2%	43.5
University of Idaho	Coeur D Alene, ID	82,099	Posters	2	\$1,087	\$4,348	10,262.38	\$0.24	94.9%	39.5
University of Louisiana at Lafayette	Lafayette, LA	132,000	Bulletins *	2	\$5,445	\$21,780	16,500.00	\$0.74	86.2%	43.5
University of Louisiana at Monroe	Monroe, LA	104,000	Bulletins *	2	\$3,520	\$14,080	13,000.00	\$0.60	86.2%	43.5
University of North Texas	Denton, TX	312,866	Bulletins	1	\$2,750	\$11,000	26,000.00	\$0.94	86.2%	43.5
<b>TOTAL</b>	--	828,439	--	15	\$21,162	\$84,648	94,801.54	\$0.62	88.7%	42.4

**Total Conference Value**  
\$84,648

**Your Conference Investment**  
\$76,183

**Total Conference Savings**  
\$8,465

**WESTERN ATHLETIC CONFERENCE**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
Boise State University	Boise, ID	183,804	Bulletins *	1	\$2,020	\$8,080	45,951.00	\$0.39	86.2%	43.5
Louisiana Tech University	Ruston, LA	16,400	Posters	2	\$1,144	\$4,576	2,050.00	\$1.25	94.9%	39.5
Southern Methodist University	Dallas, TX	1,599,868	Bulletins	10	\$88,000	\$352,000	39,996.70	\$0.20	86.2%	43.5
University of Texas at El Paso	El Paso, TX	515,342	Bulletins	2	\$3,300	\$13,200	64,417.75	\$0.11	86.2%	43.5
<b>TOTAL</b>	--	2,315,414	--	15	\$94,464	\$377,856	152,415.45	\$0.49	88.4%	42.5

**Total Conference Value**  
\$377,856

**Your Conference Investment**  
\$340,070

**Total Conference Savings**  
\$37,786

**INDEPENDENT**

University	DMA	18+ Population	Medium	25 GRP Showing		Total Investment for 4 month flight	Average DEC	CPM	Reach	Frequency
				Allotment	Total Monthly Cost					
University of Notre Dame	South Bend, IN	265,559	Posters	7	\$1,617	\$6,468	9,484.25	\$0.03	94.9%	39.5
University of South Florida	Tampa, FL	275,500	Bulletins	20	\$22,000	\$88,000	3,319.49	\$0.15	86.2%	43.5
<b>TOTAL</b>	--	541,059	--	27	\$23,617	\$94,468	12,803.74	\$0.09	90.6%	41.5

**Total Conference Value**  
\$94,468

**Your Conference Investment**  
\$85,021

**Total Conference Savings**  
\$9,447

\* Posters are also available to target stadium.