

Table B

Water+Rye+Partners: Media Planning Costs and Audiences for Yes On Prop A Campaign		Culture Consumers		High Turnout Voters	
	Average Planning Costs per 1000	As Horiz% of Media Audience	Culture Index	As Horiz% of Media Audience	Local Voting Index
TELEVISION (:30)					
Combined Broadcast Television Networks (by daypart)					
Early Morning	\$ 12	28.6	108	40.7	115
Daytime & Early Fringe	\$ 13	27.5	104	41.2	116
Early News	\$ 11	27.3	103	44.7	126
Prime Access	\$ 24	29.5	111	45.5	129
Primetime	\$ 47	29.9	113	42.3	120
Late News	\$ 18	28.8	109	43.7	123
Late Fringe	\$ 15	31.7	119	42.9	121
Spanish Language Broadcast Television					
Mix of daytime, news, and primetime	\$ 33	15.1	57	18.5	52
Combined Cable Network Groups					
News: Daytime	\$ 24	32.9	124	52.1	147
News: Primetime	\$ 47	32.7	123	55.3	156
Arts/Culture/History: Daytime	\$ 15	26.4	100	32.4	91
Arts/Culture/History: Primetime	\$ 29	28	105	38.1	108
General Entertainment: Daytime	\$ 14	28.7	108	37.6	106
General Entertainment: Primetime	\$ 27	29.9	113	41.2	116
Sports: Daytime	\$ 19	26	98	47.1	133
Sports: Primetime	\$ 38	29.7	112	46.3	131
Lifestyle/Info-tainment: Daytime	\$ 14	30.6	115	38.4	108
Lifestyle/Info-tainment: Primetime	\$ 28	30.6	115	38.2	108
Other/Niche: Daytime	\$ 16	24.4	92	30.1	85
Other/Niche: Primetime	\$ 31	28.4	107	33.2	94
RADIO (:60)					
Combined Radio Formats**					
Newstalk	\$ 25	34.1	129	49.9	141
Urban	\$ 29	24.3	92	23.2	66
Adult Contemporary, Country and Rock	\$ 26	28.9	109	33.3	94
Hispanic	\$ 27	18.1	68	20.6	58
Sports	\$ 32	27.1	102	41.7	118
**Mix of drivetime and daytime					
PUBLIC BROADCASTING UNDERWRITING					
PBS non-political underwriting announcement	\$ 58	32.4	122	46.3	131
NPR non-political underwriting announcement	\$ 45	44	166	48	136
PRINT					
Full Page B&W Ad					
Pacific City Times	\$ 49	33.9	128	43.9	124
Other Local Newspapers	\$ 46	26.5	100	48.2	136
INTERNET					
Display Banner Ads					
Local Pacific City Media Websites	\$ 14	33.5	126	37.5	106
National Websites (geotargeting Pacific City users)	\$ 14	34.8	131	41.1	116
Pre-Roll Video: Premium Content (:15 or :30 second ad)	\$ 30				
Mobile (impressions purchased per website)	\$ 18	32.7	123	32.7	92
Social Media Websites					
Facebook (\$2 average cost per click)	n/a	31.4	119	33.7	95
Twitter: Promoted Accounts and Tweets (\$5,000/month)	n/a	36.5	138	36.9	104
Search Advertising					
Google, Yahoo!, Bing (\$1.75 average cost per click)	n/a	35.9	135	37.6	106
YouTube: Promoted Videos (\$2 average cost per click)	n/a	34	128	33.6	95
OUTDOOR					
Digital Signage and traditional highway billboards	\$ 4	33	124	40.4	114
Transit Ads (Buses, Metro Stops, etc.)	\$ 3	27.5	103	26.5	75
THEATER					
Movie theater ads (:60)	\$ 64	37.7	142	39.4	111