



LARCHMERE FESTIVAL  
Print & Digital Promotion  
04/01/19  
Steve Taylor

**ADVANCE**  **OHIO**

Plain Dealer / Sun News / Sunday Wrap Up Insert Delivery Proposal

## A custom marketing recommendation for:

LARCHMERE FESTIVAL - Print & Digital Promotion

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### DISTRIBUTION BY ZONE FOR CLVD PD Only - Fri

#### July 5-Front Page Notes

Run Date: 07/05/19 CPM: \$73.00

Region	Zone Description	Quantity	CPM	Total
44022	Chagrin Falls	1,642	\$73.00	\$119.87
44104	Cleveland	341	\$73.00	\$24.89
44106	Cleveland	1,651	\$73.00	\$120.52
44108	Cleveland	679	\$73.00	\$49.57
44118	Cleveland	2,193	\$73.00	\$160.09
44120	Shaker Heights	1,681	\$73.00	\$122.71
44121	South Euclid	1,861	\$73.00	\$135.85
44122	Beachwood	3,733	\$73.00	\$272.51
44124	Mayfield	3,934	\$73.00	\$287.18
<b>TOTAL</b>		<b>17,715</b>		<b>\$1,293.20</b>

*Rates contained within are estimates for proposal purposes only. Insert quantities and zones are subject to change based on updated Ad System circulation figures.*

*Seasonal changes, holidays, Bonus Days, day-to-day fluctuations, etc. may affect final billing quantities.*

*Final rates and quantities will appear on Advertiser's invoice/billing statement.*

*All Advance Media Group insert requirements shall be applicable.*

*All advertising subject to Advance Media Group's terms and conditions. "Source for Demographic information: American Community Survey, December 2015"*



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LARCHMERE FESTIVAL - Print & Digital Promotion

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### DISTRIBUTION SUMMARY

<b>Buy</b>	<b>Distribution</b>	<b>Run Date</b>	<b>QTY Needed</b>	<b>CPM</b>	<b>Total Investment</b>
July 5-Front Page Notes	CLVD PD Only - Fri	07/05/19	17,715	\$73.00	\$1,293.20
<b>TOTAL</b>			<b>17,715</b>		<b>\$1,293.20</b>

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LARCHMERE FESTIVAL  
JULY 6, 2019  
PROPOSAL

Plain Dealer  
Front Page Note (3" x 4") on Friday July 5th  
Home Delivery only: 17,715  
\$1293.19

Cleveland.com  
Mobile-Rectangles: 50,000  
Geo-Targeted to same zip codes as notes  
Delivered Monday thru Saturday  
\$500

TOTAL COST: \$1793.19

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