

Creative Options Communications Media Comparison*

BEFORE Creative Options

RADIO SCHEDULE WOMEN 35-54 POPULATION: 885,600

Station	Avg. Rtg.	Cume Rtg.	Spots	Rate	Total Cost	FREQ	NET Reach	EFF RCH %	GRP's	CPP
KSCS-FM	0.7%	11.8%	110	\$163.64	\$18,000	8.0	84,100	10.1%	207.5	\$232.26
KTYS-FM	0.2%	5.6%	180	\$55.56	\$10,000	8.6	44,500	4.7%	78.0	\$238.10
Totals:	0.4%	14.1%	290	\$96.55	\$28,000	8.5	124,400	11.3%	119.5	\$234.31

AFTER Creative Options

RADIO SCHEDULE WOMEN 35-54 POPULATION: 885,600

Station	Avg. Rtg.	Cume Rtg.	Spots	Rate	Total Cost	FREQ	NET Reach	EFF RCH %	GRP's	CPP
KSCS-FM	0.8%	11.8%	265	\$68.21	\$18,075	18.4	99,000	10.1%	207.5	\$87.11
KTYS-FM	0.2%	5.6%	340	\$29.71	\$10,100	15.2	46,900	4.7%	78.0	\$129.49
Totals:	0.5%	14.9%	605	\$46.57	\$28,175	18.0	140,600	14.3%	285.5	\$98.69

Creative Options was able increase reach and frequency, yet keep the total cost the same. We were also able to dramatically decrease the Cost Per Point while doubling the number of total spots.

We are media experts – we stretch your advertising budget to work harder for you.

Definitions:

Frequency – the number of times your ad will reach the same person in a given time.

Cost Per Point – the cost of reaching one percent of the population one time.

*A recent example of a media schedule planned and executed by Creative Options versus a schedule planned by station representative going direct to client.