

Gas Pump Top Proposal



custom showing

Market	18+ pop	# / Stations	Ave D.E.C.	Mo / Impressions	Custom	Rate / Station(NET)	Monthly Investment	CPM
District of Columbia	550,521	5	3,885	582,750	n/a	\$295.00	\$ 1,475.00	\$2.53
Suburban Maryland	2,186,428	15	3,885	1,748,250	n/a	\$295.00	\$ 4,425.00	\$2.53
Northern Virginia	1,865,090	10	3,885	1,165,500	n/a	\$295.00	\$ 2,950.00	\$2.53
Baltimore Region	2,610,063	20	3,885	2,331,000	n/a	\$295.00	\$ 5,900.00	\$2.53
Monthly Total (NET)		50					\$ 14,750.00	
Number of Months								3

Total Investment (NET)	\$44,250.00
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Production NOT included in price **SPACE ONLY**

*** Production cost \$55 NET / station**
50 stations x \$55 = \$2,750

* Unit Size : standard 20" wide x 12" high (sizes may vary by brand of station)

* # of ads per venue : Avg 4

LEAD TIMES

* Contract Due Date : 30 days prior to posting

* Material Due Date: 2 weeks prior to post

Gas Pump Top Proposal



custom showing

Market	18+ pop	# / Stations	Ave D.E.C.	Mo / Impressions	Custom	Rate / Station(NET)	Monthly Investment	CPM
District of Columbia	550,521	10	3,885	1,165,500	n/a	\$280.00	\$ 2,800.00	\$2.40
Suburban Maryland	2,186,428	30	3,885	3,496,500	n/a	\$280.00	\$ 8,400.00	\$2.40
Northern Virginia	1,865,090	20	3,885	2,331,000	n/a	\$280.00	\$ 5,600.00	\$2.40
Baltimore Region	2,610,063	40	3,885	4,662,000	n/a	\$280.00	\$ 11,200.00	\$2.40
Monthly Total (NET)		100					\$ 28,000.00	
Number of Months								3

Total Investment (NET)	\$84,000.00
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Production NOT included in price **SPACE ONLY**

*** Production cost \$55 NET / station**
100 stations x \$55 = \$5,500

* Unit Size : standard 20" wide x 12" high (sizes may vary by brand of station)

* # of ads per venue : Avg 4

LEAD TIMES

* Contract Due Date : 30 days prior to posting

* Material Due Date: 2 weeks prior to post

Gas Pump Top Proposal



10 GRP

Market	18+ pop	# / Stations	Ave D.E.C.	Mo / Impressions	GRP Level	Rate / Station(NET)	Monthly Investment	CPM	Reach	Frequency
District of Columbia	550,521	6	3,885	699,300	10	\$265.00	\$ 1,590.00	\$2.27	81.8	11
Town of Bladensburg	7,661	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Bowie	51,400	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Gaithersburg	54,000	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
Prince George's County	816,800	9	3,885	1,048,950	10	\$265.00	\$ 2,385.00	\$2.27	81.8	11
City of College Park	24,700	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Greenbelt	21,200	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Rockville	49,800	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
Montgomery County	887,000	10	3,885	1,165,500	10	\$265.00	\$ 2,650.00	\$2.27	81.8	11
City of Takoma Park	17,300	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
Frederick County	203,800	3	3,885	349,650	10	\$265.00	\$ 795.00	\$2.27	81.8	11
City of Frederick	52,767	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Alexandria	132,700	2	3,885	233,100	10	\$265.00	\$ 530.00	\$2.27	81.8	11
Fairfax County	984,400	11	3,885	1,282,050	10	\$265.00	\$ 2,915.00	\$2.27	81.8	11
Loudoun County	184,900	2	3,885	233,100	10	\$265.00	\$ 530.00	\$2.27	81.8	11
Arlington County	190,400	2	3,885	233,100	10	\$265.00	\$ 530.00	\$2.27	81.8	11
City of Falls Church	10,400	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
Prince William County	294,800	4	3,885	466,200	10	\$265.00	\$ 1,060.00	\$2.27	81.8	11
City of Fairfax	21,700	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Manassas	35,500	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
City of Manassas Park	10,290	1	3,885	116,550	10	\$265.00	\$ 265.00	\$2.27	81.8	11
Baltimore City	635,815	7	3,885	815,850	10	\$265.00	\$ 1,855.00	\$2.27	81.8	11
Baltimore County	786,113	9	3,885	1,048,950	10	\$265.00	\$ 2,385.00	\$2.27	81.8	11
Carroll County	168,541	2	3,885	233,100	10	\$265.00	\$ 530.00	\$2.27	81.8	11
Howard County	269,457	3	3,885	349,650	10	\$265.00	\$ 795.00	\$2.27	81.8	11
Anne Arundel County	510,878	6	3,885	699,300	10	\$265.00	\$ 1,590.00	\$2.27	81.8	11
Hartford County	239,259	61	3,885	7,109,550	10	\$265.00	\$ 16,165.00	\$2.27	81.8	11
Monthly Total (NET)		149					\$ 39,485.00			
Number of Months										3

Total Investment (NET) \$118,455.00

Production NOT included in price **SPACE ONLY**

*** Production cost \$55 NET / station
149 stations x \$55 = \$8,195**

* Unit Size : standard 20" wide x 12" high (sizes may vary by brand of station)

* # of ads per venue : Avg 4

LEAD TIMES

* Contract Due Date : 30 days prior to posting

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25 GRP

Market	18+ pop	# / Stations	Ave D.E.C.	Mo / Impressions	GRP Level	Rate / Station(NET)	Monthly Investment	CPM	Reach	Frequency	
District of Columbia	550,521	15	3,885	1,748,250	25	\$250.00	\$ 3,750.00	\$2.15	91.8	25	
Town of Bladensburg	7,661	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
City of Bowie	51,400	2	3,885	233,100	25	\$250.00	\$ 500.00	\$2.15	91.8	25	
City of Gaithersburg	54,000	2	3,885	233,100	25	\$250.00	\$ 500.00	\$2.15	91.8	25	
Prince George's County	816,800	22	3,885	2,564,100	25	\$250.00	\$ 5,500.00	\$2.15	91.8	25	
City of College Park	24,700	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
City of Greenbelt	21,200	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
City of Rockville	49,800	2	3,885	233,100	25	\$250.00	\$ 500.00	\$2.15	91.8	25	
Montgomery County	887,000	23	3,885	2,680,650	25	\$250.00	\$ 5,750.00	\$2.15	91.8	25	
City of Takoma Park	17,300	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
Frederick County	203,800	6	3,885	699,300	25	\$250.00	\$ 1,500.00	\$2.15	91.8	25	
City of Frederick	52,767	2	3,885	233,100	25	\$250.00	\$ 500.00	\$2.15	91.8	25	
City of Alexandria	132,700	4	3,885	466,200	25	\$250.00	\$ 1,000.00	\$2.15	91.8	25	
Fairfax County	984,400	26	3,885	3,030,300	25	\$250.00	\$ 6,500.00	\$2.15	91.8	25	
Loudoun County	184,900	5	3,885	582,750	25	\$250.00	\$ 1,250.00	\$2.15	91.8	25	
Arlington County	190,400	5	3,885	582,750	25	\$250.00	\$ 1,250.00	\$2.15	91.8	25	
City of Falls Church	10,400	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
Prince William County	294,800	8	3,885	932,400	25	\$250.00	\$ 2,000.00	\$2.15	91.8	25	
City of Fairfax	21,700	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
City of Manassas	35,500	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
City of Manassas Park	10,290	1	3,885	116,550	25	\$250.00	\$ 250.00	\$2.15	91.8	25	
Baltimore City	635,815	17	3,885	1,981,350	25	\$250.00	\$ 4,250.00	\$2.15	91.8	25	
Baltimore County	786,113	21	3,885	2,447,550	25	\$250.00	\$ 5,250.00	\$2.15	91.8	25	
Carroll County	168,541	5	3,885	582,750	25	\$250.00	\$ 1,250.00	\$2.15	91.8	25	
Howard County	269,457	7	3,885	815,850	25	\$250.00	\$ 1,750.00	\$2.15	91.8	25	
Anne Arundel County	510,878	14	3,885	1,631,700	25	\$250.00	\$ 3,500.00	\$2.15	91.8	25	
Hartford County	239,259	7	3,885	815,850	25	\$250.00	\$ 1,750.00	\$2.15	91.8	25	
Monthly Total (NET)		201					\$ 50,250.00				
Number of Months										3	
Total Investment (NET)							\$150,750.00				

Production NOT included in price **SPACE ONLY**

*** Production cost \$55 NET / station
201 stations x \$55 = \$11,055**

* Unit Size : standard 20" wide x 12" high (sizes may vary by brand of station)

* # of ads per venue : Avg 4

LEAD TIMES

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