

Print

Magazine circulation to 49,999

Newspaper circulation to 99,999

Trade publication circulation to 4,999

Feature Story	\$1700
Focus Coverage:	\$1300
Mention:	\$ 800
Web Placement (Add):	\$ 200
Web Placement w/URL (Add):	\$ 400

Television

Market Ranking 1 – 8 (New York, Chicago, etc...)

Segment/Feature Story	\$3500
Sound byte/brief appearance	\$3000
Web Placement – (Add)	\$ 400
Web Placement w/URL – (Add)	\$ 600

Web Media

Visitors/month to 49,999

Feature	\$ 600
Focus Coverage	\$ 500
Mention	\$ 400
Mention w/URL (Add)	\$ 100

Radio

One Station – Market Ranking 1-8

Segment/Feature Story	\$ 700
Sound Byte/Brief Appearance	\$ 600
Web Placement – (Add)	\$ 150
Web Placement w/URL – (Add)	\$ 300

Blogs

Visitors/month to 9,999

Feature	\$ 450
Focus Coverage	\$ 400
Mention	\$ 350