

Very Rough Preliminary Paid Communications Budget; Presidential, US Senate & CO CD 4

Summary	Total	Description	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
Presidential Baseline	\$2,875,050		-	-	-	-	-	\$10,000	\$1,329,250	\$1,355,000	\$180,800
Optional Early Presidential	\$1,057,950		-	-	-	-	-	\$1,057,950	-	-	-
US Senate Baseline	\$3,167,150		-	-	-	-	-	\$10,000	\$1,464,750	\$1,518,000	\$174,400
US Senate Early Definition	\$1,943,050		\$804,800	\$1,138,250	-	-	-	-	-	-	-
CD 4 Baseline	\$2,677,000		-	-	-	-	-	\$46,500	\$1,034,400	\$1,390,250	\$205,850
Total	\$11,720,200		\$804,800	\$1,138,250				\$1,124,450	\$3,828,400	\$4,263,250	\$561,050

**Presidential Baseline
Paid Media**

**Post Labor-Day to Election Day
"Fill-In" Strategy Around Candidate Buys**

GRPs/Wk or \$/Wk

Broadcast Television

Denver Metro	\$1,320,000	4+ Wks, Ave. 600 GRP/Wk, Ave CPP \$500	600	-	-	-	-	-	\$600,000	\$600,000	\$120,000
Colorado Springs		0+ Wks, Ave. 600 GRP/Wk, Ave CPP \$200	600	-	-	-	-	-	-	-	-
West Slope	\$149,600	4+ Wks, Ave. 600 GRP/Wk, Ave CPP \$85	400	-	-	-	-	-	\$68,000	\$68,000	\$13,600
Total Broadcast	\$1,469,600										

Cable Television

Geo Targeting in 3 Priority Regions

Central Mountain	\$32,000	4 Week Early Voter	\$8,000	-	-	-	-	-	\$16,000	\$16,000	-
North Front Range	\$48,000	4 Week Early Voter	\$12,000	-	-	-	-	-	\$24,000	\$24,000	-
South Front Range	\$40,000	4 Week Early Voter	\$10,000	-	-	-	-	-	\$20,000	\$20,000	-
Total Cable	\$120,000										

Radio

Field & Micro Target Support

Denver Metro	\$256,000	6+ Week Early Voter	\$40,000	-	-	-	-	-	\$120,000	\$120,000	\$16,000
Colorado Springs/Pueblo	\$128,000	6+ Week Early Voter	\$20,000	-	-	-	-	-	\$60,000	\$60,000	\$8,000
North Front Range	\$76,800	6+ Week Early Voter	\$12,000	-	-	-	-	-	\$36,000	\$36,000	\$4,800
West Slope	\$54,400	6+ Week Early Voter	\$8,500	-	-	-	-	-	\$25,500	\$25,500	\$3,400
Total Radio	\$515,200										

Online/Outdoor

Supplemental, Micro Target

Denver Metro	\$30,000	Rough Estimate, 4 Weeks	\$7,500	-	-	-	-	-	\$15,000	\$15,000	-
Colorado Springs/Pueblo	\$16,000	Rough Estimate, 4 Weeks	\$4,000	-	-	-	-	-	\$8,000	\$8,000	-
North Front Range	\$16,000	Rough Estimate, 4 Weeks	\$4,000	-	-	-	-	-	\$8,000	\$8,000	-
West Slope	\$12,000	Rough Estimate, 4 Weeks	\$3,000	-	-	-	-	-	\$6,000	\$6,000	-
Total Radio	\$74,000										

Direct Mail

6 Flights Targeted to "Lazy Ds" & "Targeted Us"

All Inclusive, Bulk Rate	\$450,000	100,000 Pieces Per Flight	100,000	-	-	-	-	-	\$225,000	\$225,000	-
Total	\$450,000										

Operations

Consultants & Production

\$/Unit or Period

General Consultant	\$34,000	Creative, Messaging, Management	\$10,000	-	-	-	-	-	\$10,000	\$10,000	\$4,000
Production Consultant		Creative, Production		-	-	-	-	-	-	-	-
Broadcast Production	\$125,000	Estimate 5 Spots @ \$20,000 Per	\$25,000	-	-	-	-	-	\$50,000	\$75,000	-
Cable Production	\$30,000	Additional 2 Spots for Targeting	\$15,000	-	-	-	-	-	\$15,000	\$15,000	-
Radio Production	\$50,000	Estimate 10 Spots @ \$5,000 Per	\$5,000	-	-	-	-	-	\$20,000	\$20,000	\$10,000
Total	\$239,000										

General & Administrative

Reproduction	\$2,000	Rough Estimates		-	-	-	-	-	\$750	\$1,000	\$250
Shipping	\$4,000	Rough Estimates		-	-	-	-	-	\$1,500	\$2,000	\$500
Other	\$1,250	Rough Estimates		-	-	-	-	-	\$500	\$500	\$250
Total	\$7,250										

Total Presidential Baseline	\$2,875,050							\$10,000	\$1,329,250	\$1,355,000	\$180,800
------------------------------------	--------------------	--	--	--	--	--	--	-----------------	--------------------	--------------------	------------------

Very Rough Preliminary Paid Communications Budget; Presidential, US Senate & CO CD 4

	Total	Description	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
Presidential Early Persuasion Op		August 1 - August 30									
Paid Media		<i>"Convention Bump" Strategy</i>									
<i>Broadcast Television</i>											
Denver Metro	\$720,000	3 Wks, Ave. 600 GRP/Wk, Ave CPP \$400	600	-	-	-	-	\$720,000	-	-	-
West Slope	\$117,000	3 Wks, Ave. 600 GRP/Wk, Ave CPP \$65	600	-	-	-	-	\$117,000	-	-	-
Total Broadcast	\$837,000										
<i>Radio</i>		<i>Broadcast Supplement</i>									
Colorado Springs	\$80,000	4 Week Supplemental	\$20,000	-	-	-	-	\$80,000	-	-	-
North Front Range	\$48,000	4 Week Supplemental	\$12,000	-	-	-	-	\$48,000	-	-	-
West Slope	\$26,000	4 Week Supplemental	\$6,500	-	-	-	-	\$26,000	-	-	-
Total Radio	\$154,000										
<i>Online/Outdoor</i>		<i>Supplemental, Micro Target</i>									
Denver Metro		Rough Estimate, 4 Weeks	\$7,500	-	-	-	-				
Colorado Springs/Pueblo		Rough Estimate, 4 Weeks	\$4,000	-	-	-	-				
North Front Range		Rough Estimate, 4 Weeks	\$4,000	-	-	-	-				
West Slope		Rough Estimate, 4 Weeks	\$3,000	-	-	-	-				
Total Radio											
Operations											
<i>Consultants & Production</i>											
General Consultant	\$10,000	Creative, Messaging, Management	\$10,000	-	-	-	-	\$10,000	-	-	-
Production Consultant	???	Creative, Production		-	-	-	-		-	-	-
Broadcast Production	\$40,000	Estimate 2 Spots @ \$20,000 Per	\$20,000	-	-	-	-	\$40,000	-	-	-
Cable Production		Additional 2 Spots for Targeting		-	-	-	-		-	-	-
Radio Production	\$16,000	Estimate 4 Spots @ \$4,000 Per	\$4,000	-	-	-	-	\$16,000	-	-	-
Total	\$66,000										
<i>General & Administrative</i>											
Reproduction	\$300	Rough Estimates		-	-	-	-	\$300	-	-	-
Shipping	\$400	Rough Estimates		-	-	-	-	\$400	-	-	-
Other	\$250	Rough Estimates		-	-	-	-	\$250	-	-	-
Total	\$950										
Total Early Presidential	\$1,057,950							\$1,057,950			



US Senate Baseline		Post Labor-Day to Election Day									
Paid Media		<i>"Major Cover" Strategy</i>									
<i>Broadcast Television</i>											
Denver Metro	\$1,620,000	5+ Wks, Ave. 600 GRP/Wk, Ave \$500 CPP	600	-	-	-	-		\$600,000	\$900,000	\$120,000
Colorado Springs	\$224,400	3+ Wks, Ave. 400 GRP/Wk, Ave CPP \$165	400	-	-	-	-		\$66,000	\$132,000	\$26,400
West Slope	\$229,500	5+ Wks, Ave. 500 GRP/Wk, Ave CPP \$85	500	-	-	-	-		\$85,000	\$127,500	\$17,000
Total Broadcast	\$2,073,900										
<i>Cable Television</i>		<i>Geo Targeting in 3 Priority Regions</i>									
Denver Metro	\$160,000	4 Week Early Voter	\$40,000	-	-	-	-		\$120,000	\$40,000	-
North Front Range	\$40,000	4 Week Early Voter	\$10,000	-	-	-	-		\$30,000	\$10,000	-
South Front Range	\$32,000	4 Week Early Voter	\$8,000	-	-	-	-		\$24,000	\$8,000	-
Total Cable	\$232,000										
<i>Radio</i>		<i>Field & Micro Target Support</i>									
Denver Metro	\$135,000	3 Week Early Voter	\$45,000	-	-	-	-		\$135,000		
Colorado Springs/Pueblo	\$45,000	3 Week Early Voter	\$15,000	-	-	-	-		\$45,000		
North Front Range	\$36,000	3 Week Early Voter	\$12,000	-	-	-	-		\$36,000		
West Slope	\$24,000	3 Week Early Voter	\$8,000	-	-	-	-		\$24,000		
Total Radio	\$240,000										

Very Rough Preliminary Paid Communications Budget; Presidential, US Senate & CO CD 4

	Total	Description	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
<i>Online/Outdoor</i>											
		<i>Supplemental, Micro Target</i>									
Denver Metro	\$30,000	Rough Estimate, 4 Weeks	\$7,500	-	-	-	-	-	\$15,000	\$15,000	
Colorado Springs/Pueblo	\$16,000	Rough Estimate, 4 Weeks	\$4,000	-	-	-	-	-	\$8,000	\$8,000	
North Front Range	\$16,000	Rough Estimate, 4 Weeks	\$4,000	-	-	-	-	-	\$8,000	\$8,000	
West Slope	\$12,000	Rough Estimate, 4 Weeks	\$3,000	-	-	-	-	-	\$6,000	\$6,000	
Total Radio	\$74,000										
<i>Direct Mail</i>											
		<i>6 Flights Supplemental to Targeted Us</i>									
All Inclusive, Bulk Rate	\$360,000	80,000 Pieces Per Flight	80,000	-	-	-	-	-	\$180,000	\$180,000	
Total	\$360,000										
Operations											
<i>Consultants & Production</i>											
			\$/Unit or Period								
General Consultant	\$40,000	Creative, Messaging, Management	\$10,000					\$10,000	\$10,000	\$10,000	\$10,000
Production Consultant	???	Creative, Production									
Broadcast Production	\$80,000	Estimate 4 Spots @ \$20,000 Per	\$20,000	-	-	-	-	-	\$40,000	\$40,000	
Cable Production	\$30,000	Additional 2 Spots for Targeting	\$15,000	-	-	-	-	-	\$15,000	\$15,000	
Radio Production	\$30,000	Estimate 6 Spots @ \$5,000 Per	\$5,000	-	-	-	-	-	\$15,000	\$15,000	
Total	\$180,000										
<i>General & Administrative</i>											
Reproduction	\$2,000	Rough Estimates							\$750	\$1,000	\$250
Shipping	\$4,000	Rough Estimates							\$1,500	\$2,000	\$500
Other	\$1,250	Rough Estimates							\$500	\$500	\$250
Total	\$7,250										
Total US Senate Baseline	\$3,167,150							\$10,000	\$1,464,750	\$1,518,000	\$174,400



US Senate Early Definition Option

	March 1 - April 30	GRPs/Wk or \$/Wk									
<i>Paid Media</i>											
<i>Broadcast Television</i>											
Denver Metro	\$1,200,000	5 Weeks, 600 GRP/Wk Ave, \$400 CPP	600	\$480,000	\$720,000	-	-	-	-	-	-
Colorado Springs						-	-	-	-	-	-
West Slope	\$120,000	4 Wks, Ave. 500 GRP/Wk, Ave CPP \$60	500	\$60,000	\$60,000	-	-	-	-	-	-
Total Broadcast	\$1,320,000										
<i>Radio</i>											
		<i>Broadcast Supplement</i>									
Denver Metro	\$120,000	4 Weeks, 2 Two Week Flights	\$30,000	\$60,000	\$60,000	-	-	-	-	-	-
Colorado Springs/Pueblo	\$50,000	4 Weeks, 2 Two Week Flights	\$12,500	\$25,000	\$25,000	-	-	-	-	-	-
North Front Range	\$40,000	4 Weeks, 2 Two Week Flights	\$10,000	\$20,000	\$20,000	-	-	-	-	-	-
West Slope	\$32,000	4 Weeks, 2 Two Week Flights	\$8,000	\$16,000	\$16,000	-	-	-	-	-	-
Total Radio	\$242,000										
<i>Direct Mail</i>											
		<i>4 Counties, 3 Flights Each, Mostly Us</i>									
Arapahoe	\$84,000	Rough Estimate 40,000 Households	40,000	\$28,000	\$56,000	-	-	-	-	-	-
Larimer/Weld	\$126,000	Rough Estimate, 60,000 Households	60,000	\$42,000	\$84,000	-	-	-	-	-	-
Other	\$84,000	Rough Estimate, 40,000 Household	40,000	\$28,000	\$56,000	-	-	-	-	-	-
Total Direct Mail	\$294,000										
Operations											
<i>Consultants & Production</i>											
			\$/Unit or Period								
General Consultant	\$20,000	Creative, Messaging, Management	\$10,000	\$10,000	\$10,000	-	-	-	-	-	-
Production Consultant		Creative, Production				-	-	-	-	-	-
Broadcast Production	\$50,000	Estimate 2 Spots @ \$20,000 Per	\$25,000	\$25,000	\$25,000	-	-	-	-	-	-
Cable Production		Additional 2 Spots for Targeting				-	-	-	-	-	-
Radio Production	\$15,000	Estimate 4 Spots @ \$5,000 Per	\$5,000	\$10,000	\$5,000	-	-	-	-	-	-
Total	\$85,000										
<i>General & Administrative</i>											



Very Rough Preliminary Paid Communications Budget; Presidential, US Senate & CO CD 4

	Total	Description	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
Reproduction	\$600	Rough Estimates	\$250	\$350	-	-	-	-	-	-	-
Shipping	\$800	Rough Estimates	\$300	\$500	-	-	-	-	-	-	-
Other	\$650	Rough Estimates	\$250	\$400	-	-	-	-	-	-	-
Total	\$2,050										
Total Early US Senate	\$1,943,050		\$804,800	\$1,138,250							

CD 4 Baseline	Post Labor-Day	GRPs/Wk or \$/Wk									
Paid Media	"Define & Defend" Strategy										
Broadcast Television											
Denver Metro	\$1,620,000 6+ Wks, Ave. 600 GRP/Wk, Ave \$500 CPP	600	-	-	-	-	-	\$600,000	\$900,000	\$120,000	
Total Broadcast	\$1,620,000										
Cable Television	Heavy Supplement to Broadcast										
Boulder County	\$70,000 8 Week Campaign + 2 Week Early Voter	\$7,000	-	-	-	-	\$14,000	\$28,000	\$28,000		
North Front Range	\$120,000 8 Week Campaign + 2 Week Early Voter	\$12,000	-	-	-	-	\$24,000	\$48,000	\$48,000		
Rural East	6 Week Campaign		-	-	-	-					
Total Cable	\$190,000										
Radio											
Denver Metro	6+ Weeks										
North Front Range	6+ Weeks	\$15,000						\$45,000	\$45,000	\$6,000	
Rural East	4+ Weeks	\$8,000						\$16,000	\$16,000	\$3,200	
Total Radio	\$131,200										
Online/Outdoor	Supplemental, Micro Target										
Denver Metro	\$30,000 Rough Estimate, 4 Weeks	\$7,500	-	-	-	-	-	\$15,000	\$15,000		
North Front Range	\$16,000 Rough Estimate, 4 Weeks	\$4,000						\$8,000	\$8,000		
Total Radio	\$46,000										
Direct Mail	7 Flights Minimum, Universal & Targeted Combined										
All Inclusive, Bulk Rate	\$540,000 90,000 Pieces Per Flight	90,000	-	-	-	-	-	\$202,500	\$270,000	\$67,500	
Total	\$540,000										
Operations											
Consultants & Production		\$/Unit or Period									
General Consultant	\$34,000 Creative, Messaging, Management	\$10,000	-	-	-	-	\$8,500	\$8,500	\$8,500	\$8,500	
Media Consultant	??? Creative, Production		-	-	-	-	-	-	-	-	
Broadcast Production	\$70,000 Estimate 4 Spots @ \$17500 Per	\$17,500	-	-	-	-	-	\$35,000	\$35,000		
Cable Production	\$17,000 Additional 2 Spots for Targeting	\$8,500	-	-	-	-	-	\$17,000			
Radio Production	\$25,000 Estimate 5 Spots @ \$5,000 Per	\$5,000						\$10,000	\$15,000		
Total	\$146,000										
General & Administrative											
Reproduction	\$1,050 Rough Estimates		-	-	-	-	-	\$400	\$500	\$150	
Shipping	\$1,500 Rough Estimates		-	-	-	-	-	\$500	\$750	\$250	
Other	\$1,250 Rough Estimates		-	-	-	-	-	\$500	\$500	\$250	
Total	\$3,800										
Total CD 4 Baseline	\$2,677,000							\$46,500	\$1,034,400	\$1,390,250	\$205,850

