

Market	Media Channel
Sacramento	Digital Bulletins
Sacramento	Digital Bulletins
Sacramento	Digital Bulletins
San Francisco Bay Area	Digital Bulletins
San Francisco Bay Area	Digital Bulletins
San Francisco Bay Area	Digital Bulletins
San Francisco Bay Area	Digital Bulletins
San Francisco Bay Area	Digital Bulletins
Sacramento	Light Rail Full Side
Sacramento	Bus Tail
SF- BART	Backlit Dioramas
SF- BART	Digital Bulletins
California	Digital Marketing
Total	
Total Media and Production	
Agency Fee	
Total	

Location	Size	Imp's- 4weeks
Bus. 80 (Capital City Fwy), 1100 ft S/O Exposition Blvd. E/S F/W	20'x60'	2,010,840
I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	14'x48'	1,744,368
Hwy 50, W/O Hazel Ave. S/S F/W	14'x48'	1,628,880
I-880 .50 mi N/O Hegenberger % F/NW	20'x60'	1,948,000
I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'	1,457,032
E/L I-880 N/O Great Mall Parkway F/N	14'x48'	981,781
US 101 EL S/O University (Palo Alto) % F/NW	16'x29'	763,402
I-680 S/O Benicia Bridge F/SE	14'x48'	595,635
4 units	Full Side	1,087,632
35 units	Bus Tail	83,600
15 units in heavy traffic areas in BART stations	68.5x47.5	3,240,000
1 unit Available in Montgomery or Powell		2,174,000
Paid Search, Display and Retargeting		
		17,715,170

52 weeks	12 Weeks	4weeks
\$4,750.00		
\$5,175.00		
\$5,215.00		
\$6,500.00		
\$5,000.00		
\$6,000.00		
\$7,000.00		
\$4,000.00		
	\$11,800	
	\$11,340	
		\$17,255
		\$6,500
	\$45,000	
\$43,640.00	\$68,140	\$23,755
		\$135,535.00
		\$20,330.25
		\$155,865.25