

Two Peaks Fitness

Media Recommendations 11/7/2023



Play to win.

Recommendation

1:



Media	DEC					JAN					Media
	27	4	11	18	25	1	8	15	22	29	
Holidays					XMAS	NYD		MLK			
RADIO											
KSPK :60 Spots											
	\$1,080					\$1,386					\$ 2,466
RADIO SUBTOTAL	\$1,080					\$1,386					\$ 2,466
PRINT											
The World Journal 1/4 Page 4C											
	\$1,080					\$360					\$ 1,440
The World Journal 1/2 Page 4C											
	\$720					\$1,440					\$ 2,160
The World Journal Full Page 4C											
	\$0					\$1,440					\$ 1,440
PRINT SUBTOTAL	\$1,800					\$3,240					\$ 5,040
DIRECT MAIL											
8.5x5.5 Postcard (does not include tax and postage)											
	\$1,020					\$0					\$ 1,020
DIRECT MAIL SUBTOTAL	\$1,020					\$0					\$ 1,020
TOTAL	\$3,900					\$4,626					\$ 8,526



Recommendation 2:

Media	DEC					JAN					Media
	27	4	11	18	25	1	8	15	22	29	
Holidays					XMAS	NYD		MLK			
RADIO											
KSPK :60 Spots	█	█	█				█	█	█		
	\$1,134					\$1,620					\$ 2,754
RADIO SUBTOTAL	\$1,134					\$1,620					\$ 2,754
PRINT											
The World Journal 1/4 Page 4C	█	█	█							█	
	\$1,080					\$360					\$ 1,440
The World Journal 1/2 Page 4C				█			█	█			
	\$720					\$1,440					\$ 2,160
The World Journal Full Page 4C						█					
	\$0					\$1,440					\$ 1,440
PRINT SUBTOTAL	\$1,800					\$3,240					\$ 5,040
OUTDOOR											
1-25 2.00 mi S/O Walsenburg Exit F/S						█	█	█	█		
	\$0					\$1,412					\$ 1,412
US Hwy 10 N/S, 4.00 mi E/O I 25 (Walsenburg), E/F						█	█	█	█		
	\$0					\$353					\$ 353
Production											
	\$1,706					\$0					\$ 1,706
OUTDOOR SUBTOTAL	\$1,706					\$1,765					\$ 3,471
DIRECT MAIL											
8.5x5.5 Postcard (does not include tax and postage)			█				█				
	\$1,020					\$1,100					\$ 2,120
DIRECT MAIL SUBTOTAL	\$1,020					\$1,100					\$ 2,120
TOTAL	\$5,660					\$7,725					\$ 13,385



Billboard Locations

MARKET
Rocky Mountain

BOARD #
2757A

ADDRESS
E/S 1-25 2.00 mi S/O Walsenburg Exit F/S



18+ Weekly Imp: 24,065

Size: 19'x8'

Area: Huerfano

Zip Code: 81089

Latitude: 37.583962

Longitude: -104.737032

Material: Vinyl

Illuminated: No

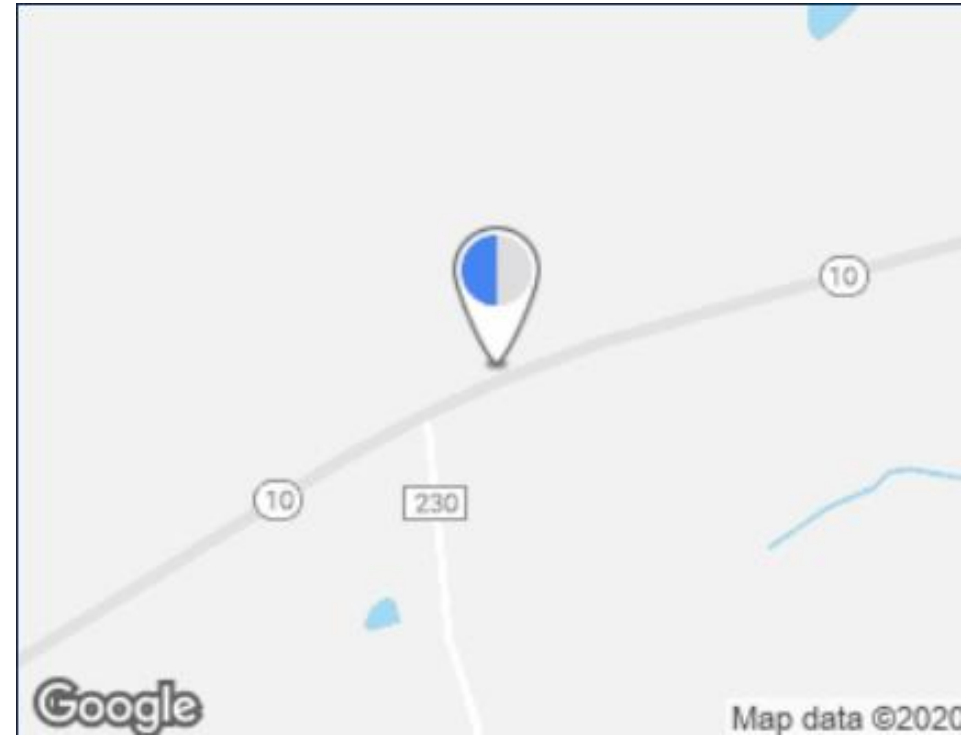
Extension: No

Spec Sheet: B71A

geopath ID#: 14918546



Billboard Locations



US Hwy 10 N/S, 4.00 mi E/O I 25 (Walsenburg), E/F



Creative Estimates

- We can produce the :60 second radio spot for \$995, and this includes script writing, professional voice over talent, music, audio sweetening, and traffic to KSPK.
- Estimates for graphics costs for print ads is \$500 for full-page, ½ page and ¼ page ads. Cost subject to go down depending on final design.
- If you choose to do billboards, we anticipate those graphics costs to be about \$250. Costs are subject to go down depending on final design.



THANK YOU

adpro

Play to win.