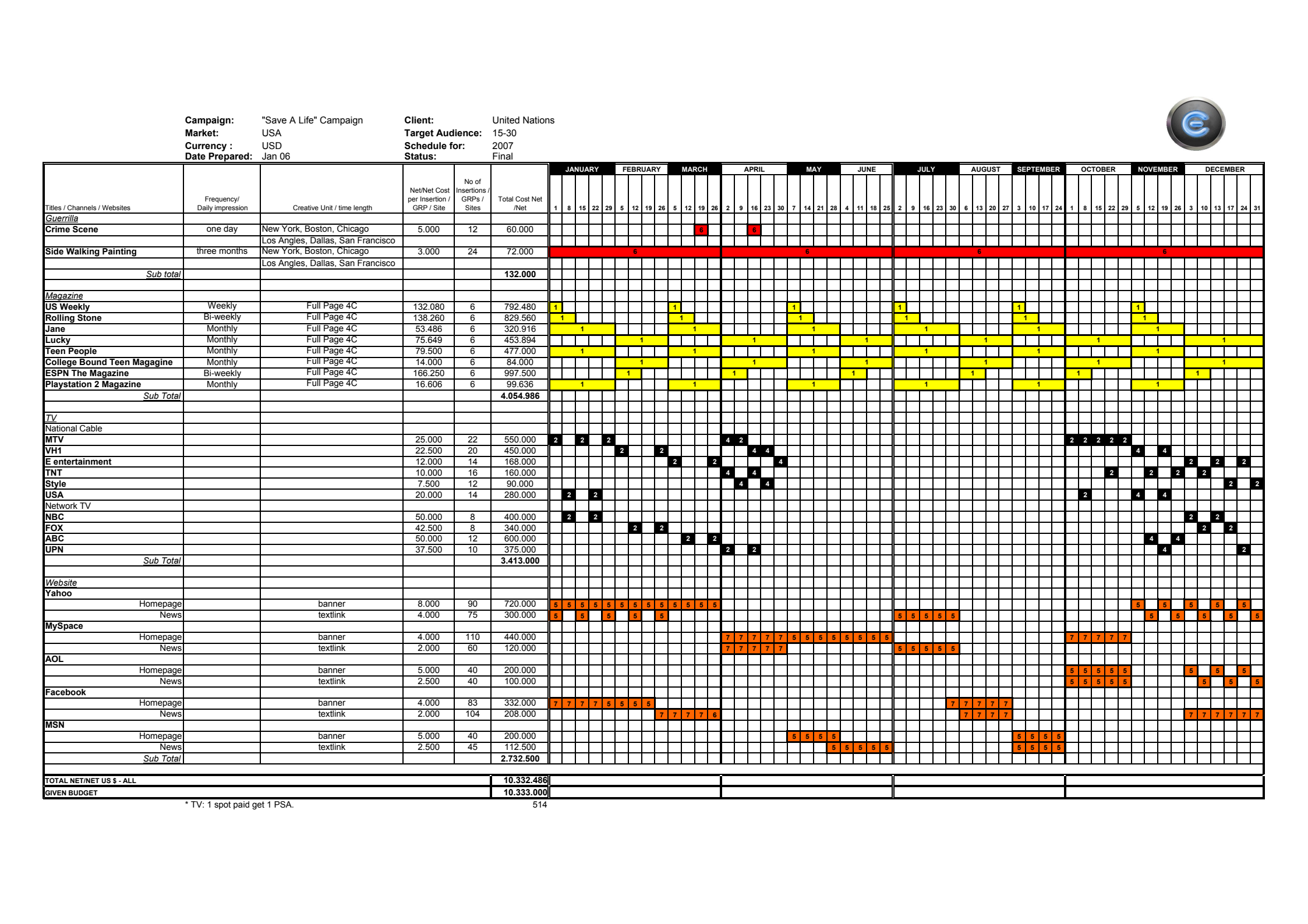
Campaign: "Save A Life" Campaign **Client:** United Nations
Market: USA **Target Audience:** 15-30
Currency : USD **Schedule for:** 2007
Date Prepared: Jan 06 **Status:** Final

Titles / Channels / Websites	Frequency/ Daily impression	Creative Unit / time length	Net/Net Cost per Insertion / GRP / Site	No of Insertions / GRPs / Sites	Total Cost Net /Net
Guerrilla					
Crime Scene	one day	New York, Boston, Chicago	5.000	12	60.000
		Los Angles, Dallas, San Francisco			
Side Walking Painting	three months	New York, Boston, Chicago	3.000	24	72.000
		Los Angles, Dallas, San Francisco			
Sub total					**132.000**
Magazine					
US Weekly	Weekly	Full Page 4C	132.080	6	792.480
Rolling Stone	Bi-weekly	Full Page 4C	138.260	6	829.560
Jane	Monthly	Full Page 4C	53.486	6	320.916
Lucky	Monthly	Full Page 4C	75.649	6	453.894
Teen People	Monthly	Full Page 4C	79.500	6	477.000
College Bound Teen Magagine	Monthly	Full Page 4C	14.000	6	84.000
ESPN The Magazine	Bi-weekly	Full Page 4C	166.250	6	997.500
Playstation 2 Magazine	Monthly	Full Page 4C	16.606	6	99.636
Sub Total					**4.054.986**
TV					
National Cable					
MTV			25.000	22	550.000
VH1			22.500	20	450.000
E entertainment			12.000	14	168.000
TNT			10.000	16	160.000
Style			7.500	12	90.000
USA			20.000	14	280.000
Network TV					
NBC			50.000	8	400.000
FOX			42.500	8	340.000
ABC			50.000	12	600.000
UPN			37.500	10	375.000
Sub Total					**3.413.000**
Website					
Yahoo					
Homepage		banner	8.000	90	720.000
News		textlink	4.000	75	300.000
MySpace					
Homepage		banner	4.000	110	440.000
News		textlink	2.000	60	120.000
AOL					
Homepage		banner	5.000	40	200.000
News		textlink	2.500	40	100.000
Facebook					
Homepage		banner	4.000	83	332.000
News		textlink	2.000	104	208.000
MSN					
Homepage		banner	5.000	40	200.000
News		textlink	2.500	45	112.500
Sub Total					**2.732.500**
TOTAL NET/NET US $ - ALL					**10.332.486**
GIVEN BUDGET					**10.333.000**



* TV: 1 spot paid get 1 PSA.