**Amazon Kindle Media Plan**

Prepared by Michaela Fernen, Fall 2009

**MEDIA BUY OVERVIEW**

|  |  |  |  |
| --- | --- | --- | --- |
| **MEDIA VEHICLE** | **NO. OF INSERTIONS** | **TOTAL COST** | **CPM** |
| **NEWSPAPERS** | | | |
| The New York Times | 10 | 1,360,800 | 16.16 |
| Chicago Sun-Times | 10 | 766,080 | 43.78 |
| Los Angeles Times | 10 | 1,395,780 | 25.10 |
| **TOTAL/AVG NEWSPAPERS** | **30** | **3,522,660** | **28.35** |
|  |  |  |  |
| **MAGAZINES** | | | |
| The New York Review of Books | 6 | 5,100 | 2.16 |
| Christianity Today | 6 | 63,708 | 14.55 |
| Crisis Magazine | 6 | 30,810 | 19.45 |
| The New York Times Magazine | 8 | 740,200 | 11.57 |
| **TOTAL/AVG MAGAZINES** | **6.5** | **839,818** | **11.93** |
|  |  |  |  |
| **TELEVISION** | | | |
| Back to the Bible | 150 | 425,500 | 10.38 |
| The Way of the Master | 150 | 425,500 | 10.38 |
| In Touch Ministries | 150 | 212,750 | 10.38 |
| **TOTAL/AVG TV** | **450** | **1,063,750** | **10.38** |
|  |  |  |  |
| **RADIO** | | | |
| New York City—WLTW FM | 200 | 569,360 | 4.22 |
| Chicago—WLIT FM | 200 | 140,990 | 4.03 |
| Los Angeles—KFSH FM | 200 | 105,420 | .71 |
| **TOTAL/AVG RADIO** | **600** | **815,770** | **2.98** |
|  |  |  |  |
| **INTERNET** | | | |
| Oprah.com (book club page) | 3,440 | 120,400 | - |
| Nytimes.com (books page) | 3,440 | 120,400 | - |
| Latimes.com (books page) | 3,440 | 120,400 | - |
| Suntimes.com (books page) | 3,440 | 120,400 | - |
| Crossings.com | 2,000 | 80,000 | - |
| Christianpost.com | 2,000 | 80,000 | - |
| Booksonline.com | 2,000 | 80,000 | - |
| Ebooks.com | 2,000 | 80,000 | - |
| Guideposts.com | 2,000 | 80,000 | -­ |
| Biblegateway.com | 2,000 | 80,000 | - |
| Bible.com | 2,000 | 80,000 | - |
| **BANNERS TOTAL/AVG** | 27,760 | 1,041,600 | - |
| **TOTAL/AVG** | **1,087** | **6,241,998** | **13.41** |

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**MAGAZINE PLACEMENTS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **MAGAZINE NAME** | **COST/AD (GROSS)** | **NO. OF INSERTIONS** | **TOTAL CAMPAIGN COST** | **CIRCULATION (000)** | **REACH ESTIMATE** | **REACH (000)** | **CPM REACH** |
| The New York Review of Books | 850 | 6 | 5,100 | 131 | 3 | 393 | 2.16 |
| Christianity Today | 10,618 | 6 | 63,708 | 146 | 5 | 730 | 14.55 |
| Crisis Magazine | 5,135 | 6 | 30,810 | 88 | 3 | 264 | 19.45 |
| The New York Times Magazine | 92,525 | 8 | 740,200 | 1,599 | 5 | 7,995 | 11.57 |
| **MAGAZINE TOTALS/AVG** | **27,282** | **26** | **839,818** | **1,964** | **4** | **9,382** | **11.93** |

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**NEWSPAPER PLACEMENTS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NEWSPAPER NAME** | **AD SIZE (COL. IN.)** | **COST/COL. IN.** | **GROSS COST/AD** | **NO. OF INSERTIONS** | **TOTAL COST** | **CIRC. (000)** | **REACH ESTIMATE** | **REACH (000)** | **CPM REACH** |
| The New York Times\* | 126 | 1,080 | 136,080 | 10 | 1,360,800 | 1,684 | 5 | 8,420 | 16.16 |
| Chicago Sun-Times | 126 | 608 | 76,608 | 10 | 766,080 | 350 | 5 | 1,750 | 43.78 |
| Los Angeles Times | 129 | 1,082 | 139,578 | 10 | 1,395,780 | 1,112 | 5 | 5,560 | 25.10 |
| **NEWSPAPER TOTALS** | **127** | **923** | **117,422** | **30** | **3,522,660** | **3,146** | **5** | **15,730** | **28.35** |

\*Sunday rate for book section

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**RADIO PLACEMENTS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PROGRAM** | **RATING** | **PERSONS 12+ IN MARKET** | **LISTENERS OF STATION** | **COST PER POINT** | **COST PER :60 AD** | **NO. OF INSERTIONS** | **TOTAL COST** | **CPM (LISTENERS)** |
| New York City—WLTW FM | | | | | | | | |
| Morning Drive (AM) | 4.4 | 15,340,000 | 674,960 | 850 | 3,740 | 100 | 374,000 | 5.54 |
| Evening | 4.4 | 15,340,000 | 674,960 | 444 | 1,954 | 100 | 195,360 | 2.89 |
| **NEW YORK CITY TOTAL/AVG** | **4.4** |  | **###** | **1,294** | **2,847** | **200** | **569,360** | **4.22** |
|  | | | | | | | | |
| Chicago—WLIT FM |  |  |  |  |  |  |  |  |
| Morning Drive | 2.3 | 7,612,100 | 175,078 | 447 | 1,028 | 100 | 102,810 | 5.87 |
| Late Night | 2.3 | 7,612,100 | 175,078 | 166 | 382 | 100 | 38,180 | 2.18 |
| **CHICAGO TOTAL/AVG** | **2.3** |  | **350,157** | **307** | **705** | **200** | **140,990** | **4.03** |
|  | | | | | | | | |
| Los Angeles—KFSH FM | | | | | | | | |
| Morning Drive | 0.7 | 10,609,200 | 742,644 | 988 | 692 | 100 | 69,160 | 0.93 |
| Evening | 0.7 | 10,609,200 | 742,644 | 518 | 363 | 100 | 36,260 | 0.49 |
| **LOS ANGELES TOTAL/AVG** | **0.7** |  | **###** | **1,506** | **527** | **200** | **105,420** | **0.71** |
|  | | | | | | | | |
| **RADIO TOTALS/AVG** | **2.47** |  | **###** | **640** | **1,360** | **600** | **815,770** | **2.98** |

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**TELEVISION PLACEMENTS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PROGRAM** | **RATING** | **TV HH IN MARKET** | **HH VIEWING PROGRAM** | **TOTAL VIEWERS (000)** | **COST PER POINT** | **COST PER :30 AD** | **NO. OF INSERTIONS** | **TOTAL COST** | **CPM (VIEWERS)** |
| BACK TO THE BIBLE | | | | | | | | | |
| New York City | 2 | 7,366,950 | 147,339 | 368 | 1,507 | 3,014 | 50 | 150,700 | 8.18 |
| Chicago | 2 | 3,455,020 | 69,100 | 173 | 758 | 1,516 | 50 | 75,800 | 8.78 |
| Los Angeles | 2 | 5,611,110 | 112,222 | 281 | 1,990 | 3,980 | 50 | 199,000 | 14.19 |
| **TOTAL/AVG** | **2** | **16,433,080** | **328,662** | **822** | **1,418** | **8,510** | **150** | **425,500** | **10.38** |
|  |  |  |  |  |  |  |  |  |  |
| THE WAY OF THE MASTER | | | | | | | | | |
| New York City | 2 | 7,366,950 | 147,339 | 368 | 1,507 | 3,014 | 50 | 150,700 | 8.18 |
| Chicago | 2 | 3,455,020 | 69,100 | 173 | 758 | 1,516 | 50 | 75,800 | 8.78 |
| Los Angeles | 2 | 5,611,110 | 112,222 | 281 | 1,990 | 3,980 | 50 | 199,000 | 14.19 |
| **TOTAL/AVG** | **2** | **16,433,080** | **328,662** | **822** | **1,418** | **8,510** | **150** | **425,500** | **10.38** |
|  | | | | | | | | | |
| IN TOUCH MINISTRIES | | | | | | | | | |
| New York City | 1 | 7,366,950 | 73,670 | 184 | 1,507 | 1,507 | 50 | 75,350 | 8.18 |
| Chicago | 1 | 3,455,020 | 34,550 | 86 | 758 | 758 | 50 | 37,900 | 8.78 |
| Los Angeles | 1 | 5,611,110 | 56,111 | 140 | 1,990 | 1,990 | 50 | 99,500 | 14.19 |
| **TOTAL/AVG** | **1** | **16,433,080** | **164,331** | **411** | **1,418** | **4,255** | **150** | **212,750** | **10.38** |
|  | | | | | | | | | |
| **TV TOTALS/AVG** |  |  | **821,654** | **2,054** | **1,418** | **7,092** | **450** | **1,063,750** | **10.38** |

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**INTERNET PLACEMENTS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BANNERS** | **COST/1,000 IMPRESSIONS** | **TOTAL IMPRESSIONS/MONTH (000)** | **TOTAL COST/MONTH** | **NO. OF MONTHS** | **TOTAL NO. OF IMPRESSIONS (000)** | **TOTAL COST** |
| Oprah.com (book club page) | 35 | 860 | 30,100 | 4 | 3,440 | 120,400 |
| Nytimes.com | 35 | 860 | 30,100 | 4 | 3,440 | 120,400 |
| Latimes.com | 35 | 860 | 30,100 | 4 | 3,440 | 120,400 |
| Suntimes.com | 35 | 860 | 30,100 | 4 | 3,440 | 120,400 |
| Crossings.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| ChristianPost.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| Booksonline.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| Ebooks.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| Guideposts.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| Biblegateway.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| Bible.com | 40 | 500 | 20,000 | 4 | 2,000 | 80,000 |
| **BANNERS TOTAL/AVG** |  |  | **260,400** |  | **27,760** | **###** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **GOOGLE KEYWORD BASED ADS** | **COST/CLICK (CPC)** | **TOTAL CLICKS/MONTH** | **NO. OF MONTHS** | **TOTAL CLICKS** | **TOTAL COST** | **CPM** |
| Book | 1.34 | 66,557 | 4 | 266,228 | 356,746 | 1,340 |
| Books | 1.32 | 44,919 | 4 | 179,676 | 237,172 | 1,320 |
| Books online | 1.17 | 1,054 | 4 | 4,216 | 4,933 | 1,170 |
| Bible | 0.96 | 8,556 | 4 | 34,224 | 32,855 | 960 |
| Ebooks | 0.77 | 1,612 | 4 | 6,448 | 4,965 | 770 |
| New book | 1.01 | 2,635 | 4 | 10,540 | 10,645 | 1,010 |
| Ebook | 0.92 | 2,821 | 4 | 11,284 | 10,381 | 920 |
| **GOOGLE TOTAL/AVG** | **1.07** | **128,154** | **4** | **512,616** | **657,697** | **1,070** |

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**CAMPAIGN SCHEDULE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NOVEMBER** | | | | **DECEMBER** | | | | **JANUARY** | | | | **FEBRUARY** | | | |
| Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 | Week 1 | Week 2 | Week 3 | Week 4 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NEWSPAPERS** | | | | | | | | | | | | | | | | |
| The New York Times | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
| Chicago Sun-Times | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
| Wall Street Journal | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MAGAZINES** | | | | | | | | | | | | | | | | |
| The New York Review of Books | X |  | X |  |  | X |  | X |  |  | X |  | X |  |  |  |
| Christianity Today | X |  | X |  |  | X |  | X |  |  | X |  | X |  |  |  |
| Crisis Magazine | X |  | X |  |  | X |  | X |  |  | X |  | X |  |  |  |
| The New York Times Magazine | X |  | X |  |  | X |  | X | X |  | X |  | X |  | X |  |
|  | | | | | | | | | | | | | | | | |
| **TELEVISION** | | | | | | | | | | | | | | | | |
| Back to the Bible | X |  | X |  |  | X |  | X | X |  | X |  |  | X |  | X |
| The Way of the Master | X |  | X |  |  | X |  | X | X |  | X |  |  | X |  | X |
| In Touch Ministries | X |  | X |  |  | X |  | X | X |  | X |  |  | X |  | X |
|  | | | | | | | | | | | | | | | | |
| **RADIO** | | | | | | | | | | | | | | | | |
| New York City—WLTW FM | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
| Chicago—WLIT FM | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
| Los Angeles—KFSH FM | X | X | X |  | X | X | X |  | X | X | X |  | X | X | X | X |
|  | | | | | | | | | | | | | | | | |
| **INTERNET** | | | | | | | | | | | | | | | | |
| Oprah.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Nytimes.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Latimes.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Suntimes.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Crossings.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Christianpost.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Booksonline.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Ebooks.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Guideposts.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Biblegateway.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Bible.com | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |