



Steinhafels



*Let your head rest,
Steinhafels Best Bed Sets*

Steinhafels

Steinhafels Presents:

*TJ Andres
Nicole Cirone
Elizabeth Mergener
Kelly Pechan
Michael Placko
Eva Schaihle
Kevin Vleck*





Table of Contents

<i>Executive Summary</i>	<i>1</i>
<i>Consumer Profile</i>	<i>2</i>
<i>Target Audience Profile</i>	<i>3-5</i>
<i>Competitive Analysis</i>	<i>6-8</i>
<i>S.W.O.T.</i>	<i>9-10</i>
<i>Objectives</i>	<i>11</i>
<i>Tactics</i>	<i>12</i>
<i>Media Strategy</i>	<i>13-14</i>
<i>Geographic Split</i>	<i>15</i>
<i>Media Plan Analysis</i>	<i>16</i>
<i>Flow Chart</i>	<i>17</i>
<i>Budget</i>	<i>18</i>

<i>1</i>
<i>2</i>
<i>3-5</i>
<i>6-8</i>
<i>9-10</i>
<i>11</i>
<i>12</i>
<i>13-14</i>
<i>15</i>
<i>16</i>
<i>17</i>
<i>18</i>



Executive Summary:

Our Steinhafel plan books' purpose is to illustrate the importance that consumers have the choice of not only selecting the furniture they would like to buy, but they also decide, which store they would like to purchase from. The decision to buy from Steinhafels can be convenient and worthwhile and we have taken the opportunity to expand upon some ideas, which we think could be especially helpful. We understand that there may be some concerns on behalf of our target market; however, we will encourage our audience that Steinhafels is a friendly place that can satisfy their needs.

We begin our plan book by introducing our target market, newlyweds. We focus on what makes them a target in addition to how we can fulfill and maintain their furniture needs. Because Steinhafels is fairly large, well-known furniture store, the objection is not necessarily gaining store awareness, we are more concerned with driving the consumer and preserving customer loyalty.

Next, we divulge our media strategy, where we have strategically mapped out our direct mail, TV, and newspaper advertisements. We uncover how the placements of our ads will help drive our audience to the Steinhafel stores in both Milwaukee and Madison. After the media strategy, we stated our objectives and tactics for bedroom furniture, before wrapping up with our detailed budget and flow chart.



Consumer Profile

Meet Ashley and Nick Barnes. Married in October, this happy newlywed couple is looking to upgrade their furnishings for the new apartment they just purchased along the lake in downtown Milwaukee. Being the first home bought as a couple, their main focus is on the master bedroom. Nick's small, twin-sized bed from his law school days simply won't make the cut. Being a 31-year-old woman, and the primary decision maker, Ashley is looking for a quiet and sophisticated feel for the room. With Nick as a lawyer and Ashley as a kindergarten teacher, they have disposable income they can spend more to meet their needs. The Milwaukee natives have grown up in families loyal to the Steinhafels brand, and believe no other furniture store can compare.





Target Audience Profile

Steinhafels' current customer base and mass marketing efforts for bedroom furniture are mainly targeted to younger, newlywed couples, but also to the empty-nester demographic that redecorate their homes once their children move out. However, Steinhafels wants to focus in on the segment of newlyweds aged 28 - 35. This target audience has at least an undergraduate education and possesses a dual income of \$50,000-\$80,000, allowing capacity for disposable spending behavior. The geographic focus will involve residents of southeastern Wisconsin and the surrounding Madison, WI area. There will also be an emphasis on targeting the females because they often possess the primary purchasing power and have stronger attitudes in regards to consumer buying behavior.

In the furniture market, the targeted customers for bedroom sets require durability and high quality products. These customers seek excellent value, where they feel they are receiving a good deal at a reasonable price. Also, a limited or full warranty to cover damages for a certain period of time must be included for the targeted customers. Along with the warranty, targeted customers must have speed and ease of delivery when purchasing furniture. The benefits of quality furniture for the targeted consumers are that it improves their life through the comfort of the furniture, the ease of maintaining the look and style of the furniture, the durability of the furniture, and the design of the furniture in and for a room.

Newlywed couples are in the market for bedroom sets when they are designing their bedroom, with the goal of creating a unified look for a room. Thus, the design of the furniture is an important component to the overall appearance of a designed bedroom. Mainly, bedroom sets change the look and feel of a room, providing an easy and simple update. Besides being first time bedroom set buyers, customers might need to replace old or broken furniture; the advantage of one piece of an old bedroom set breaking is that it might be easier to replace the whole set than to try and find another piece of furniture that matches the old set. Lastly, it is important to recognize that when designing and decorating a room, the bedroom set is one of the most important pieces to consider, because it is usually the focal point of a bedroom.



Looking at product positioning, the Steinhafels brand and its products are perceived as upscale and expensive to our target market. Stemming from the company's singular focus on furniture, their products are better quality than competitors, and subsequently, more expensive. While competitors sell other products, such as appliances or electronics, Steinhafels focuses solely on providing customers with the best furniture. However, there is a problem with the way they are perceived. Older customers see that Steinhafels has lower prices than in previous years, which may change their view of the company by assuming that lower prices equates to lower quality products. Younger customers see Steinhafels as a brand for their parents and may want to purchase furniture from a company with a younger clientele. However, when these groups go into the stores and look at the wide range of high quality products, they know there is something in the store to meet their specific needs.

As a whole, the target market has a very positive attitude toward Steinhafels' bedroom sets. Once they go into the store and interact with the products or look at the bedroom sets of friends and family, they instantly know Steinhafels only offers the highest quality products. They offer a large selection of reliable and durable bedroom sets, and each unique piece is beautifully crafted and designed. Steinhafels has had a positive image for years, and if customers are aware of this, they know the product will be durable and last years after it is purchased. Steinhafels' bedroom sets are also viewed as somewhat of a status symbol, since purchasing from the store shows they have a substantial income and certain economic standing.

The positive attitude toward Steinhafels' bedroom sets is parallel to the target's attitude of the furniture category as a whole. People see bedroom sets as a necessity. When an individual upgrades from living in an apartment or renting a house to purchasing a home, he or she is not just making the decision on a place to live, but where to make a home. In most cases, making a home is marked by having a cozy bedroom, which requires a bedroom set.

The set gives the room a more comforting and complete look. Due to the large amount of time a person will spend with the product and the high cost, this is a high involvement purchase. The category produces a lot of products that fit the different styles and desires of all people since each person has a different idea of what a bedroom set should look like and the different elements it should contain. Whatever an individual prefers, a retailer will be able to provide it for them. The overall category is seen as comprehensive of client's different style and quality needs.

Need recognition to purchase a bedroom set occurs when the couple gets engaged, about a year before the purchase will be made and can occur about a year after purchasing a new mattress. Also, being a larger scale purchase, recognizing the need in advance leaves time for extended decision-making and evaluation of alternatives. The couple will evaluate the pros and cons, as well as the relative importance, of purchasing a new bedroom set. At the same time, they will search the internet for price ranges as well as what they are interested in, ask friends and family for advice, and may also browse in stores to get a better understanding of the product.

Generally speaking, the newlywed couple makes the final purchase decision together, as both are the end users of the product. The purchase itself is influenced mainly by the female because we believe, in most cases, that the husband does not have a strong opinion or influence in the appearance of the bedroom. Another influence during the purchase process may be an outside source of information. This may include the couple's reference groups who have already been through the process of purchasing bedroom furniture. It could also be the couple's parents who have an idea of what quality bedroom furniture looks like and what is needed in the bedroom set. Both of these parties can influence our target market's purchasing decisions at Steinhafels.

Overall, the growth rate for newlyweds in the geographic areas in which Steinhafels locations currently exist continues to increase. This benefits Steinhafels, leaving large potential to increase customers who buy bedroom sets and ultimately, increase overall market share. (See Appendix)

Appendix: population estimates and possible growth rates for the areas in which Steinhafels stores are located. Population varies from each Zip Code; however percentages show that the growth rate, which includes newlyweds, increases the majority of the time.

Menomonee Falls, WI 53051-1487

	2008	2000	1990
Population	34,607	32,647	26,840

Growth rate 2020: 8% = 37,375

Waukesha, WI 53186-1502

	2008	2000	1990
Population	380,629	360,767	304,715

Growth rate 2020: 5% = 401,944

Madison, WI 53704

	2008	2000	1990
Population	231,916	208,054	191,262

Growth rate 2020: 11% = 257,427

Kenosha, WI 53142

	2008	2000	1990
Population	164,465	149,577	128,181

Growth rate 2020: 10% = 180,911

Milwaukee, WI 53228

	2008	2000	1990
Population	953,328	940,164	959,275

Growth rate 2020: 2% = 972,394

Greenfield, WI 53220

	2008	2000	1990
Population	1,737	1,538	1,617

Growth rate 2020: 13% = 1,962

Wauwatosa, WI 53222

	2008	2000	1990
Population	45,004	47,271	49,366

Growth rate 2020: -%3 = 43,653



Competitive Analysis: Colder's,

Colder's is a direct competitor to Steinhafels, with four stores in the metro Milwaukee, Wisconsin market. They sell bedroom sets for adult and youth rooms, reaching the same target market as Steinhafels. However, Colder's does not sell the metal beds and day beds that Steinhafels sells. Instead, they sell cedar chests that can be purchased separately.

The pricing of the bedroom sets is comparable to Steinhafels; they range from around \$400 up to \$2,000. All the bedroom sets are made of various kinds of wood in different colors and come with dressers and nightstands. The wood is designed in contemporary and modern styles. Colder's advertises through television and sales flyers in the paper. The furniture brands ship their products to Colder's headquarter store in West Allis from their own distribution centers. They also sell electronics and appliances in their stores. They offer delivery within seven days of when the furniture arrives in their distribution center.

Get Comfortable
Colder's
Furniture • Electronics • Appliances





American,

American also acts as a direct competitor to Steinhafels. They have 15 stores that generate total sales of approximately \$450 million and employ over 2,000 people. They are headquartered in Madison, WI, with stores in Wisconsin, Illinois, Missouri, Iowa, and Michigan. They differ from Steinhafels because they offer electronics and appliances. Along with Colder's, they reach the same target market as Steinhafels, but they also reach the 18-25 age range with their electronics department. In regards to bedroom sets, product attributes include segmented categories such as casual, contemporary, and traditional.

The price range is relatively comparable to its competitors with the lower end starting at \$700 and topping out at \$3,000. The main forms of promotion that American focuses on is circular sales flyer advertising in local newspapers, usually the Sunday spread in addition to localized TV commercials in their targeted areas. American has two distribution centers in Milwaukee and St. Louis. They also maintain a service center in Madison. They offer next-day delivery, even on Sundays.

Ashley,

Ashley Furniture is not as direct of a competitor to Steinhafels as Colder's or American, but they are still a player in the bedroom furniture department. They have furniture for every kind of person: children, teens, young adults, adults, etc. Their products are priced affordably for the middle class consumer. Product attributes also include a wide variety of styles and sizes.

Pricing of furniture varies from store to store because they are independently owned and operated, so there are no company-wide standards. Promotion also is circumstantial and independent to each store. Distribution centers are regionally located and Ashley Furniture owns their own trucks and trailers to ship products to consumers. They use Descartes Systems Group, Inc. to organize their distribution process by creating e-programs for scheduling and route delivery. They offer delivery throughout the country, but the stores are independently owned, so services vary based on each individual store.





SWOT

The competitors' strengths lie in their variety. In particular, Colter's and American has the capacity to partner their furniture sales with electronic products or appliances and draw the attraction of younger audiences by having these products. The weaknesses of these three competitors lie in their broad reach. They lack that personal connection Steinhafels achieves when individually corresponding with loyal buyers. Colter's outsources their delivery services. American's focus on their electronics deters from their attention on furniture. Ashley simply lacks cohesiveness by having independently owned stores. These combined weaknesses give Steinhafels a leg up on the competition.

However, there are some issues they must face. The competitive trends for the Steinhafels' target audience include obstacles such as the economic downturn and the destabilization of the housing market. Both of these trends have had a negative impact on the target market of newlywed couples. The current economic trend indicates that unemployment is still on the rise. A considerable percentage of this unemployment rate is made up of young men and women.

Since our campaign is aimed at newlywed couples with two incomes, the loss of one of these incomes significantly deters a couple from spending money on seemingly frugal items such as bedroom sets. A couple is fortunate if they are able to pay the monthly mortgage on just one salary. The economy is definitely a large obstacle in convincing young couples that they need to purchase bedroom set furniture. In addition to the potential loss of a couple's income, the economic recession has also had a psychological impact on our target audience. Even if both parties in a couple are privy to an income, a couple may still feel financially unstable. As a result, they may think it is unnecessary to spend money on a bedroom set.

The destabilization of the housing market has also presented a competitive trend against the sale of Steinhafels bedroom furniture. These younger couples often cannot afford to buy a new home. These financial restrictions may have triggered a mindset of survival. They are not interested in purchasing new bedroom furniture.

SWOT



They are worried about paying their mortgage or rent every month, and graciously accept hand-me-down furniture from their parents and friends.

Although the competitive market trends have presented the company with challenges and obstacles, Steinhafels has many key strengths that we can utilize to help market towards our target audience. The main strengths that set Steinhafels apart from its competition are its focus on great service to customers, high quality products, experience, convenience and speed. Steinhafels' service relies on its competitors, American and Colder's. Steinhafels is unlike its two major competitors cannot do. This along with the fact they have been around for 75 years and have a vast amount of experience in the furniture industry are the two biggest strengths Steinhafels possesses.

Although Steinhafels shows some major strengths that American and Colder's cannot claim or offer, they also have some weaknesses that can be exploited by the competition. The biggest weakness is the fact that Steinhafels is strictly a furniture store that does not sell appliances or electronics. We see this as a weakness because they do not have the ability to promote special bundles with electronics or appliances like American and Colder's can. We also believe that our target audience (28-35 year olds) may view Steinhafels as a high-end furniture store based on the fact that when their parents were in the market for furniture, Steinhafels was considered a higher end store. Although both of these weaknesses will be tough to hurdle, we believe Steinhafels' service strength is more appealing to the customer than the weaknesses our customers perceive now.

An opportunity Steinhafels can take advantage of is targeting newlyweds who are purchasing their first home and need new furniture. By taking advantage of the low prices in the current housing market as well as the first homeowner tax credit, Steinhafels can leverage this concept and get new customers through the door. At the same time, this poses a huge threat for Steinhafels. With the current state of the economy, not many people are buying new homes, and therefore, are not buying new furniture, since the two markets are positively correlated.



Objectives:

1. Raise market share of bedroom sets from 35% to at least 40%
2. Increase purchases of bedroom sets by the target market, newlyweds aged 28-35, by 10%
3. Increase traffic of buyers who bought mattresses last year from Steinhafels and current mattresses customers by 5%



We believe that reaching these three objectives will attain the overall goal our client, Steinhafels, wants, which is to boost bedroom set furniture sales throughout their stores. The main objective is to raise the market share of Steinhafels because this is the objective that they have explicitly requested for us to try to accomplish. However, we want to specifically focus on bedroom set sales because people tend to neglect buying furniture for their bedrooms and prioritize other items, such as electronics, before considering décor for the bedroom. We want to focus mainly on newlyweds, age 28-35, because we believe this segment of the market will be significant during this yearlong campaign. If we can produce an increase in sales from our target audience during this yearlong campaign, we can utilize these same techniques throughout other campaigns. Finally, we want to increase the awareness of our bedroom furniture with buyers who have bought mattresses in the past year from our Steinhafels stores by five percent. We find this a key objective to reach because people who buy mattresses do not necessarily perceive a need to buy other furniture for their bedroom besides a mattress; if we can bump bedroom furniture up on the target market's lists of priorities, we would consider this a success. Overall, we think achieving these objectives will impact the overall market share for Steinhafels in the realm of furniture and set them apart from the competition. The strategies below will be run in a combination pulsing and flighting plan. We decided this would be the best way to carry out this strategy because then the Steinhafels brand will be in some form of media throughout the year, and will be in more media during wedding season and the holidays. Television needs to be pulsing because this will help increase market share as the customer has more chances to see the brand and buy the brand when in the furniture market. The newspaper ads are key during the wedding season, so they will be used on a flighting plan. The direct mail and gift cards will be continuous throughout the year because this will help increase traffic in the stores the entire year. Lastly, the non-profit donation will be in a flighting plan so that the company's goodwill is seen more than once.



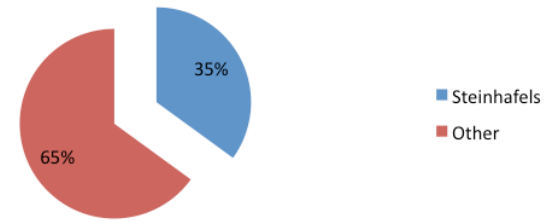
Tactics:

Tactics for objective # 1:
Increased advertising will aid in raising market share. Advertising for promotional purposes will lead to an increase in traffic flow throughout all of Steinhafels stores. To achieve this, the television ads will run daily in the early morning and early news day parts during the entire plan.

Tactics for objective # 2:
Newspaper ads will run on Sundays in the wedding announcement section of the Milwaukee Journal Sentinel.
Create a mailing list by asking for contact information from each customer at the checkout as well as on the Web site.
Generate a buzz with press releases and free media coverage. Steinhafels will partner with a local charity or nonprofit organization to give a weekly donation, promoting an image of goodwill and trust for the company.
Build a target database by collecting customer information from free, publicly recorded marriage license applications.

Tactics for objective # 3:
Maintain relationships with previous customers by sending email updates on promotional sales, coupons, and product upkeep.
Devise a customer loyalty program by creating a Steinhafels gift card. This card would allow friends and family to assist in the buying of Steinhafels furniture.
Create a coupon that will be distributed through direct mail to customers who purchased a Steinhafels mattress within the previous year. Coupons will be given out to customers who purchase a Steinhafels mattress in a Steinhafels mattress store as well.

Market Share





Media Strategy
Media Budget: \$120,000
Advertising/Execution
Budget: \$30,000
Contingency: 7%



Steinhafels

Direct Mail,

Direct Mail: 9%

-First-time home buyers

-Newlyweds

-People who bought mattresses last year or currently

-Direct mailing benefits the overall media plan exponentially.

It allows for the ability to directly target our desired audience. It is a tangible commodity that our core target audience can view. It maintains the capacity to be personalized to fit the needs of our respective customers.

Additional benefits include the notion that it is a relatively easy form of advertising to implement and extremely cost-effective. Finally, it is measurable, which is a pivotal element that will significantly help in determining if our key objectives have been achieved.

Local TV,

Local TV: 60%

-Early Morning Daypart (EM)

-Early News Daypart (EN)

-Late News Daypart (LN)

**NOTE: Local TV is two key segments, both Milwaukee and Madison*

-The local TV component of the media strategy serves as an integral resource when connecting with the target audience of newlyweds. These young professionals get a substantial amount of their news and information from early morning shows before they leave for work, or upon arriving home from their long workday. Also, the audience during the late night segment has a higher education and wants to keep up with the latest news. Most often consumers tend to trust their local television stations and programs, rather than the national network morning and news shows. Advertisements and media buys in the local TV segment are an excellent way to effectively utilize a trusted consumer channel. The sentiments of trust that consumers feel towards the early morning and early news programs on their local TV stations will be reflected towards the advertisements Steinhafels runs during those programs.

Sunday Newspaper,



Sunday Newspapers: 15%

- Wedding announcement sections during key months/dates
- Focus on the wedding season during the months of May until October
- We decided to allocate a portion of our budget to the Sunday newspaper in the Milwaukee market. The ads would be specifically placed next to the engagement and wedding announcements section. This will allow us to reach a large portion of our target market, newlywed couples who are 28-35 years old. The couples that submit these announcements are very likely to purchase the newspaper and look at that section to make sure their posting is there. Our advertisement will also include a discount for 10% off the purchase of a bedroom set in the week following when the ad was posted. This will not only give us a presence in the eyes of our consumers, but also provide them with a reason to go to the store and hopefully to make a purchase. Because Steinhafels already does a lot of print advertising, especially in newspaper, we suggest shifting one of the weekday newspaper ads Steinhafels currently uses and shift it to a Sunday paper placement. Therefore, the amount of the budget allocated to this medium is less because of the current high use of the medium by Steinhafels.

Gift Card,

Gift Cards: 16%

- Sent to customers in Steinhafel's database
- Making and sending out gift cards to the customer's in the Steinhafel's database will be the first step in creating a customer loyalty program. These gift cards would be sent through the mail in pairs in the amount of \$10 so that the previous Steinhafels customer and a friend could use the gift card. The target customers used for this strategy would come mainly from the mattress customer database. This is because we wish to increase the number of customers who previously purchased a mattress to come back and shop in the store using that gift card.

Non-profit Donation,

Non-profit Donation: 30 % of reserve budget
-A certain amount of money will be given each month to a non-profit organization. This will be done in the November and December months in order to connect the idea of trust and the thought that Steinhafels is a good company to the brand.



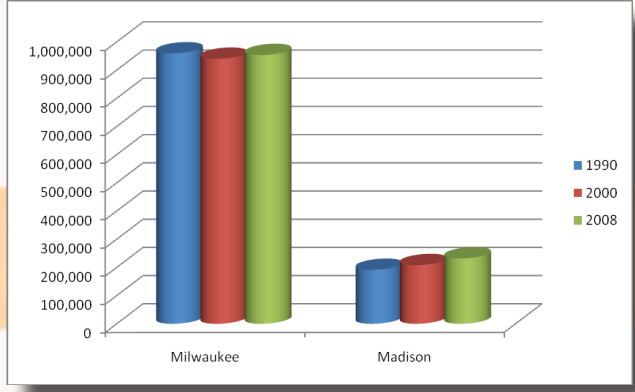
Geographic Split,

Milwaukee, WI 53228		
	2008	2000
Population	953,328	940,164

Growth rate 2020: 2% = 972,394

Madison, WI 53704		
	2008	2000
Population	231,916	208,054

Growth rate 2020: 11% = 257,427



Geographic split:

All of the previous allocations (direct mail, local TV, Sunday Newspapers, gift cards and non-profit donation), are going to be split up so that 80% of the budget is spent in the Milwaukee market and 20% is spent in the Madison market.

1. Based on population: As the charts below show, the majority of the newlywed population, about 80%, resides in Milwaukee. Therefore, the best way to rationally allocate our budget would be to heavily target the Milwaukee metropolitan market in order to achieve our objectives.
2. More locations in the Milwaukee area: With several locations in the Milwaukee area, including a downtown location, and only one store serving the Madison area, more customers will travel to the nearby Milwaukee Steinhafels locations. Therefore, we have allocated more of our advertising dollars to target the Milwaukee area demographic.
3. Larger concentrations of target market reside in the downtown area: Our young target market, specifically working newlyweds aged 25-38, are more likely to reside in the downtown area where the lifestyle is trendy and young and they are close to a large business market. These individuals do not have children; thus, they are more likely to live, and/or spend time in the downtown Milwaukee area.

Media Plan Evaluation

Through the use of our three different media, newspaper, television, and direct mail, our group felt that measuring the effectiveness of each would be an asset to Steinhafels. Since a coupon code will be imbedded into our direct mail piece, we will be able to track the amount of feedback we received from our targeted newlyweds (ages 28-35) and start to build a database of consumers in this age bracket. Similarly, we will be able to measure feedback from our ads placed in the newspaper because there is a discount promotion tied within it. So, when consumers bring in that ad they will receive a certain percentage discount. This will be easily tracked within our computer database and allow Steinhafels to build this consumer age bracket even further. Although television is harder to track overall effectiveness, we still find it useful to try and track the amount of customers aged 28-35 who come into Steinhafels after the local commercials have ran. Overall, we foresee measuring how effective our use of media is and its ability to begin creating a consumer database for bedroom furniture will have a huge marketing impact in the long run for Steinhafels.

The logo for Steinhafels, featuring the brand name in white serif font inside a red oval.

Strategic Target: Newlyweds 28 - 35

Steinhafels Bedroom Sets Media Plan 2010
 Working Media Budget: \$111,600 (\$8,400 reserve)



	Month																																															
	Jan				Feb				Mar				Apr				May				Jun				Jul				Aug				Sep				Oct				Nov				Dec			
	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4				
Media	4	11	18	25	1	8	15	22	1	8	15	22	5	12	19	26	3	10	17	24	7	14	21	28	5	12	19	26	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	6	13	20	27
Direct Mail	[Yellow bar]																																															
TV	[Empty]																																															
TV MKE	[Empty]																																															
Dayparts	[Empty]																																															
MKE EM (5:00- 9:00 AM)	[Cyan bar]																																															
MKE EN (4:30 - 7:00 PM)	[Cyan bar]																																															
MKE LN (11 - 11:30 PM)	[Cyan bar]																																															
TV MAD	[Empty]																																															
Dayparts	[Empty]																																															
MAD EM (5:00 - 9:00 AM)	[Cyan bar]																																															
MAD EN (4:30 - 7:00 PM)	[Cyan bar]																																															
MAD LN (11 - 11:30 PM)	[Cyan bar]																																															
Newspaper (1x Sunday)	[Pink bars on specific dates]																																															
Gift Cards	[Green bar]																																															
Non-Profit	[Grey bar]																																															
Miscellaneous	[Red dashed line]																																															

Strategic Target: Newlyweds 28 - 35

Steinhafels Bedroom Sets Media Plan 2010
 Working Media Budget: \$111,600 (\$8,400 reserve)



Media	Cost (\$000.00)	% of Budget	Duration	Rtg Points / Total Units* Point / Unit Distribution	Cost Per Point (Unit)
Direct Mail	\$10,044.00	9%	12 mos.	10,044 units 837 DM / month	\$1.00 / Direct Mailer
TV	Total TV: \$66960.00	60%	12 mos.		
TV MKE	\$53,568.00	80% of TV	12 mos.	291 Rtg. pts 291 pts / 12 mos.	N/A
MKE EM	\$16,070.40	30% of MKE	12 mos.	102 Rtg. pts 8 pts / month	\$157.00 / Point
MKE EN	\$24,105.00	45% of MKE	12 mos.	135 Rtg. pts 11 pts / month	\$178.00 / Point
MKE LN	\$13,392.00	25% of MKE	12 mos.	54 Rtg. pts 4 pts / month	\$244.00 / Point
TV MAD	\$13,392.00	20% of TV	12 mos.	163 Rtg. pts 163 pts / 12 mos.	N/A
MAD EM	\$3,348.00	25% of MAD	12 mos.	38 Rtg. pts 3 pts / month	\$87.00 / Point
MAD EN	\$6,696.00	50% of MAD	12 mos.	91 Rtg. Pts 7 pts / month	\$73.00 / Point
MAD LN	\$3,348.00	25% of MAD	12 mos.	34 Rtg pts 2 pts / month	\$97.00 / Point
Newspaper	\$16,740.00	15%	6 mos.	6" Ad / 6 months \$2,760.00 / month	\$460.00 / Inch
Gift Card	\$17,856.00	16%	12 mos.	1,785 units 148 GC . Month	\$10.00 Value / Gift Card
Non-Profit	\$2,520.00	30% Reserve	6 weeks	N/A	\$420.00 / week
Miscellaneous	\$5,880.00	70% Reserve	12 mos.	Reserved for flex media	Reserved for flex media

*Some Rating Points and Units approximated.



