	Four Week Month	2005 January	2005 February	2005 March	2005 April	2005 May	2005 June	2005 July	2005 August	2005 September	2005 October	2005 November	2005 December	Totals by Media
Sun-Sentinel Friday 1 Full Page Ad	$26,554.00	$33,192.50	$26,554.00	$26,554.00	$33,192.50	$26,554.00	$26,554.00	$33,192.50	$26,554.00	$26,554.00	$33,192.50	$26,554.00	$33,192.50	$351,840.50
Sun-Sentinel Sunday 2 Full Page Ads	$63,580.00	$79,475.00	$79,475.00	$63,580.00	$63,580.00	$79,475.00	$63,580.00	$63,580.00	$79,475.00	$63,580.00	$79,475.00	$63,580.00	$63,580.00	$842,435.00
Sun-Sentinel 4 Classified Ads/Week	$5,311.52	$5,975.46	$5,643.49	$5,311.52	$5,975.46	$5,975.46	$5,311.52	$6,307.43	$5,643.49	$5,643.49	$6,307.43	$5,311.52	$5,975.46	$69,381.73
Sun-Sentinel S-S Direct Mail 50,000 Pieces	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$21,593.04	$259,116.48
Sun-Sentinel Maps & City and Shore	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$3,262.50	$39,150.00
Sun-Sentinel MonthlyTotal With 1.5% Early Pay Discount	$118,496.54	$141,346.02	$134,480.11	$118,496.54	$125,689.45	$134,807.10	$118,496.54	$126,016.44	$134,480.11	$118,823.53	$141,673.01	$118,496.54	$125,689.45	$1,538,494.85
Palm Beach Post														$0.00
Luxury & Sports Car Trader	$4,580.00	$5,725.00	$4,580.00	$4,580.00	$4,580.00	$5,725.00	$4,580.00	$5,725.00	$4,580.00	$4,580.00	$4,580.00	$4,580.00	$4,580.00	$58,395.00
Parkland Life Magazine	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$1,650.00	$19,800.00
Total Other Print Media	$6,230.00	$7,375.00	$6,230.00	$6,230.00	$6,230.00	$7,375.00	$6,230.00	$7,375.00	$6,230.00	$6,230.00	$6,230.00	$6,230.00	$6,230.00	$78,195.00
Comcast Spotlight 250-Spots	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$300,000.00
WSVN														$0.00
Adelphia (Palm Beach County) 250-Spots	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$25,000.00	$300,000.00
Electronic Media Total	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$50,000.00	$600,000.00
Outdoor Advertising Viacom - Boca Billboard	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00	$10,400.00				$93,600.00
Mercedes Benz (brochures)	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$4,000.00	$48,000.00
RDA/IDG	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$712.30	$8,547.60
Minute Man Press	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$107.00	$1,284.00
Dixon Towing	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$1,500.00	$18,000.00
Office Depot Center	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$120,000.00
Platinum Plus Program	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$22,000.00	$264,000.00
TMP Worldwide (yellowpages)	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$12,000.00
Total	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$39,319.30	$471,831.60
Autobytel.com	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$2,120.00	$25,440.00
Autoweb.com	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$3,250.00	$39,000.00
Internet Total	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$5,370.00	$64,440.00
Greater Pompano Chamber	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$272.00	$3,264.00
Jewish Federation	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00	$12,500.00		$137,500.00
Monthly Totals For All Media	$242,587.84	$266,582.32	$258,571.41	$242,587.84	$249,780.75	$260,043.40	$242,587.84	$251,252.74	$258,571.41	$242,914.83	$255,364.31	$232,187.84	$226,880.75	$2,987,325.45