SAMPLE ADVERTISEMENT

	1	2	3	4	5	6	7	8	9	10	11	12	13
FRAME # 1	**F**	**R**	**A**	**N**	**K**	**L**	**I**	**N**		**P**	**A**	**R**	**K**
				B	**O**	**R**	**O**	**U**	**G**	**H**			
FRAME # 2	**F**	**E**	**S**	**T**	**I**	**V**	**A**	**L**			**I**	**N**	
			T	**H**	**E**			**P**	**A**	**R**	**K**		
FRAME # 3		**S**	**U**	**N**	**D**	**A**	**Y**		**J**	**U**	**N**	**E**	
	2	**6**	**T**	**H**				**2**	**-**	**9**	**P**	**M**	
FRAME # 4			**F**	**I**	**R**	**E**	**W**	**O**	**R**	**K**	**S**		
	S	**T**	**A**	**R**	**T**		**9**	**:**	**3**	**0**		**P**	**M**

Ad Fee Calculation

Basic Ad Cost				**$**_____									
Basic Set-up Fee				**$**	**20.00**								
Additional Set-up Fee				**$**_____									
($10 for each additional Ad				**$**_____									
Total Ad Cost:				**$**_____									
(Insert this figure on)													
(Ad Request Form)													

Helpful Hints

Ads that run during morning & evening rush hours should target commuters

Daytime ads should target seniors and housewives

Brandt School Road has an average daily traffic of: 12,150 vehicles

State Route 910 has an average daily traffic of: 20,700 vehicles