Hip Filter Media

Account:

Cinema Advertising Campaign Configurator & Analyzer

Date:

	Input Your Data	
Number of Locations (Theaters)	1	Theaters
Number of Screens	16	Screens
Input Ad Length	15	Seconds
Type of Campaign	Local	Campaign
Ad Placement in Pre-show	Standard	Placement

	Input Your Data	
Length of Campaign	3	Months
Type of Advertisement	Animated Flash	Ad Type
Additional Production Fees (if any)	$0	$
Total Unique Insertions	1	

SUMMARY

Total CAPTIVE Viewers Reached 207,984
Campaign Type: National
Ad Placement: Standard
Type of Ad: REVO-produced Animated Flash
Ads per Month Played: 2,427
Number of Total Ads Played: 7,280

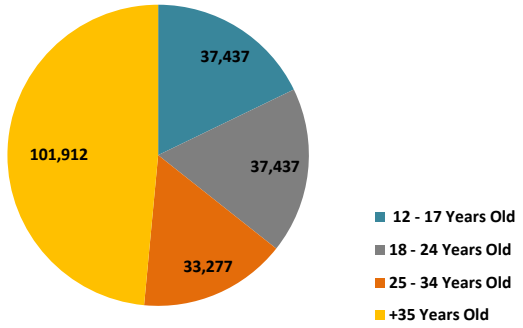
PAYMENT INFORMATION
Monthly Payments

Deposit	$1,049.00
Monthly Payments	$699.00
-or-	
Paid in Full with Insertion Order	Amount
Due	$2,447.00
Less Discount	($104.85)
Total Due	$2,342.15

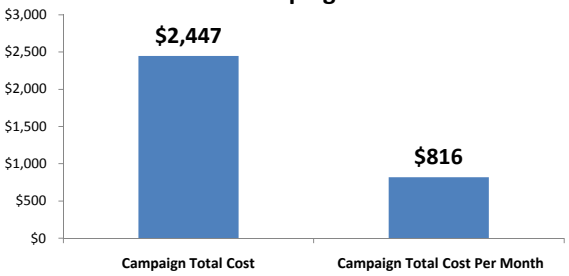
2 payments due

	List Price	Extended Price	Difference
Insertion	$350	$350	$0
Production	$0	$0	$0
Media Time	$2,097	$2,097	$0
Campaign Total Cost	$2,447	$2,447	$0
Campaign Total Cost Per Month	$816	$816	$0

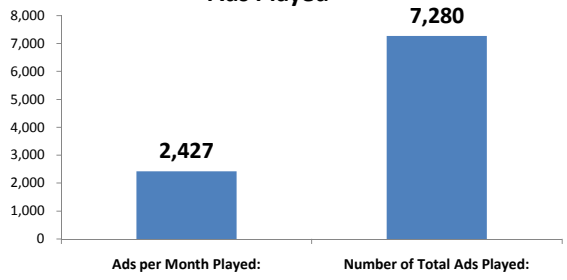
Campaign Reach (Total Viewers)



Campaign Cost



Ads Played



Cost Per Converted Lead

Projected Take Rate	0.05%	0.10%	0.20%	0.30%	0.40%	0.50%	0.80%	1.00%
Viewers per Month	69,328	69,328	69,328	69,328	69,328	69,328	69,328	69,328
Take	35	69	139	208	277	347	555	693
Total Monthly Cost of Ad	$816	$816	$816	$816	$816	$816	$816	$816
Cost Per Customer	$ 23.53	$ 11.77	$ 5.88	$ 3.92	$ 2.94	$ 2.35	$ 1.47	$ 1.18
Cost Per Lead	$ 0.01	$ 0.01	$ 0.01	$ 0.01	$ 0.01	$ 0.01	$ 0.01	$ 0.01