

Sprenger & Lang Media Recommendation

WHERE MESSAGE AND MEDIA CONVERGE

Revised 1-21-10

MEDIUM	Total		Ad Size	February				March				Total Cost
	Ins.	Circ.		1	8	15	22	1	8	15	22	
PRINT												
Newspapers												
New York Times	1	1,000,665	1/4P B&W		10-Feb							\$30,925.13
New York Times Repeat	1	1,000,665	1/4P B&W			16-Feb						\$26,708.06
LA Times	1	739,147	1/4P B&W		10-Feb							\$26,025.30
LA Times Repeat	1	739,147	1/4P B&W			16-Feb						\$22,121.50
Weekly Magazines												
Newsweek	1	2,701,893	2/3P B&W		8-Feb							\$50,369.00
People	1	3,450,000	2/3P B&W					1-Mar				\$87,700.00
Parade Magazine	1	32,200,000	2/5P B&W			21-Feb						\$272,884.00
USA Weekend Magazine	1	22,600,000	2/5P B&W			21-Feb						\$193,591.00
Trade Publications												
Variety Daily	1	24,740	1/3P B&W		10-Feb							\$4,905.00
Variety Daily	1	24,740	1/4P B&W			17-Feb						\$3,910.00
Hollywood Reporter	1	19,320	1/2P B&W		10-Feb							\$2,900.00
Hollywood Reporter	1	19,320	1/4P B&W			17-Feb						\$1,400.00
The Chronicle of Higher Education	1	74,437	2/5P B&W		12-Feb							\$2,414.00
"Good Faith" Insertions												
New York Times	1	1,000,665	1/4P B&W			16-Feb						\$30,925.13
LA Times	1	739,147	1/4P B&W			16-Feb						\$26,025.30
Variety Daily	1	24,740	1/4P B&W			17-Feb						\$3,910.00
Hollywood Reporter	1	19,320	1/4P B&W			17-Feb						\$1,400.00
Subtotal Print		62,592,744										\$ 788,113.4
ONLINE												
Professional TV Writers Union Membership Websites												
wga.org												Provided as a service to membership
wgaeast.org		N/A	TBD									
Class Counsel Settlement Counseling Websites												
writerscave.com												Provided as a service to clients and class members
tvwriteradministration.com		N/A	TBD									
tvwriterlawyers.com												
Niche Sites												
creativescreenwriting.com	30	40,000	728x90, 300x250			2/8 - 3/9						\$2,500.00
writersdigest.com	30	230,000	728x90, 300x250			2/8 - 3/9						\$6,000.00
variety.com	30	1,126,460	728x90, 300x250			2/8 - 3/9						\$30,000
hollywoodreporter.com	30	820,000	728x90, 300x250			2/8 - 3/9						\$21,528
Subtotal Online		2,216,460										\$60,028
Dart Fees												\$4,000
Total Net												\$852,141

All rates have been confirmed as of 12/8/09. Depending on the publication date prices are subject to change.

By their signature below, Sprenger Lang authorizes media expenditure. Sprenger Lang agrees to pre-pay net media and DART fees outlined above. YMI will not secure and accept financial liability by submitting insertions or online orders. All media cost are the sole responsibility of Sprenger Lange. Please sign and fax back to 617-426-7443. Thank you

Authorized by Sprenger & Lang