				Aug-03					Sep-03					Oct-03				Nov-03					Dec-03				
	Cost/Unit	Insertions Setup	Total		11		25	1			22	29	6		20	27	3		17	24	1				29		
ADVERTISING																											
Infinity Radio Advertising Star 104.7 60sec spots run M- Th 1 week run	141.17	7 17	\$2,400																					<u></u>			
WGIV			2000																					<u> </u>			
Memory Walk- Festival in the Park Corporate name and logo on program/map Logo on Alzheimer Association's web site Recognition as donor at closing ceremonies Oppurtunity for information table Link on Alzheimer's Association web site Recognition in newsletter	\$425.00		\$425.00																								
Clear Channel Radio Advertising																											
Magic 96.1 60 sec spots run M-W 17 spots per week	\$58.80	34	\$2,000																								
WBT Radio advertising 60 sec spots M-TH possible on air- interview	\$150	20	\$3,000																					 			
Senior Directions	\$230	12	\$2,760																								
1/8 ad yearly contract																								4	\equiv		
Senior Living	\$1,215	4	\$4,860																								
Yearly contract issued quarterly 4 ad placements 1 page color			. ,																					\exists	\equiv		
Charlotte Observer																								\Rightarrow	\exists		
City zone- placed in first few pages of local section zoned for Meck. County																								=	\equiv		
3x4 ad run on Wednesday	\$678.60	4	\$2,714.40			1																		\dashv	\dashv		
3x4 ad run the following Monday (w/40% discount)	\$407.16	4	\$1,628.64		_	4																		井	4		
Repeat of ad in 1 zone of neighbors (will alternate b/w zones) w/40% discount	\$100.56	4	\$402.24																					#			
Dramaticus I Home																									_		
Promotional Items 500 writing tablets to be used as promo's/giveaways	\$2.98	500 \$2	20 \$1,490																					\Rightarrow	ᆿ		
w/J1C logo						-																		\dashv	\dashv		
		Total	23680.28																								