

CUSTOMER

KFOR NBC TV - *Oklahoma City, OK*

PROMOTIONAL PERIOD

Monster Sale 1 Month Promotion

SOLUTION

Target Group: Existing Client Base & Potential New Accounts

Qualifier: Hit individual budgeted sales level (New or Incremental spending and receive a Level “__” Award.

Level 1 = \$ 8,900 Increase (CMC Cost of Award \$ 830)

Level 2 = \$24,000 Increase (CMC Cost of Award \$2380)

Level 3 = \$48,000 Increase (CMC Cost of Award \$3840)

RESULTS

Qualified: 81 accounts qualified; close to 50% were New clients

Level	Qualified	Sales Increase (Minimum)	Cost of Award
1	45	\$ 400,500	\$ 37,350
2	20	\$ 480,000	\$ 47,600
3	16	\$ 768,000	\$ 61,440
TOTALS	81	\$1,648,500	\$146,390

Commitment: \$830 Investment (\$146,390 final investment) netted \$4.8 million in advertising dollars for '08; nearly 50% of which was new business.

Sales Increase Notation – These numbers do not reflect the dollars of increase that route salespeople attained between the targets, while striving to get to the next level. (i.e. Level 1 \$8,900 to Level 2 \$24,000; sales may have been \$15,000 but fell between the levels.)