

675 75 Per Location

Add Per Week By Location

Location	Cost Per Reach	% of Adds	Adds Per Location	Week Ending																Totals
				Aug 1st	Aug 8th	Aug 15th	Aug 22th	Aug 29th	Sept 5th	Sept 12th	Sept 19th	Sept 26th	Oct 3rd	Oct 10th	Oct 17th	Oct 24th	Oct 31st			
Portland, ME	\$ 0.18	9%	61	4.00%	7.00%	9.00%	10.00%	10.50%	10.00%	9.50%	9.00%	8.00%	7.00%	6.50%	6.00%	5.00%	4.00%	72		
West Lebanon, NH	\$ 0.30	5%	34	3	5	6	7	7	7	6	6	5	5	4	4	4	3	45		
Portsmouth	\$ 0.23	13%	88	2	3	4	4	4	4	4	4	3	3	3	3	2	2	100		
Manchester	\$ 0.51	8%	54	4	7	8	9	10	9	9	8	8	7	6	6	5	4	64		
Worcester, MA	\$ 0.18	16%	108	3	4	5	6	6	6	6	5	5	4	4	4	3	3	121		
Boston, MA	\$ 0.22	14%	95	5	8	10	11	12	11	11	10	9	8	8	7	6	5	121		
Hartford, CT	\$ 0.16	16%	108	4	7	9	10	10	10	10	9	8	7	7	6	5	4	106		
Springfield, MA	\$ 0.21	14%	95	5	8	10	11	12	11	11	10	9	8	8	7	6	5	121		
New York, NY	\$ 0.46	5%	34	4	7	9	10	10	10	10	9	8	7	7	6	5	4	106		
		100%		2	3	4	4	4	4	4	4	3	3	3	3	2	2	780		

Ad Distribution

