

Taste of Home Cooking School

Review of Sales Packages Received from Event Partners, Fall 2014 - Spring 2015

	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Grocery</u>	<u>Appliance</u>	<u>Vendor Booth</u>	<u>Gift Bag Insert</u>	<u>Special Section Tab</u>
Average Across Newspaper Partners								
<i>Mid - Large Markets</i>	\$2,000	\$1,200	\$625	\$625 + groceries	\$650 + appliances	\$250	\$150	\$130 - \$650
<i>Small Markets</i>	\$1,500	\$930	\$700	\$625 + groceries	\$650 + appliances	\$225	\$75	\$50 - \$1,860
Average Across Radio Partners								
<i>Mid - Large Markets</i>	\$4,200	\$1,600	\$750	\$1,875 + groceries	\$1325 + appliances	\$325	\$165	N/A
<i>Small Markets</i>	\$2,400	\$2,100	No Data	\$1,875 + groceries	\$1325 + appliances	\$315	\$190	N/A
Average Across Non-Media Partners								
<i>Mid - Large Markets</i>	\$3,300	\$2,300	\$1,300	No Data	No Data	\$200	No Data	N/A
<i>Small Markets</i>	\$1,500	\$375	\$240	No Data	No Data	\$75	No Data	N/A

Mid-Large Markets = >80K+ market population

Small Markets = <80K market population