

2007 Rate Information Sheet

Please fill out this information and return to ESOAA by August 16th, 2006.

Information may be faxed or mailed to the address below. Payment must be made by this date to assure publication of your rate information and/or advertising in the ESOAA Rates and Allotments Guide.

If you listed in the guide in 2006 but need changes made please fill out the forms and mail them to the ESOAA as you would for a new listing. If you do not need changes made to your listing please circle "no" in the box below, and return to the ESOAA. Please copy this form for any additional markets you are listing, or if you have many markets to fill out you may request paperwork by email at: rebeccalamb12@comcast.net.

ESOAA

P.O Box 2680

Bremerton, WA 98310

Phone: (360) 377-9867

Fax: (360) 377-9870

Email: ddjesoaa@comcast.net

Information:

Company Name:

Mailing Address:

State/Zip Code:

Has your information changed since the 2004 edition?

Yes No (circle one)

Market or Counties covered:

Contact Person:

Telephone Number:

Fax Number:

Web Site:

Email Address:

Ship Posters To:

Email Address:

Ship Posters To:

2006 Rate Information Sheet Cont'd

Please fill out this form for use in the rate book.

GRP (Gross Rating Points)

Total panels per month = number of panels times appropriate rate.

	Market Coverage	No. of Panels	One Month Rate	Total Per Month	12 Month Rate	Total Per Month
General GRP	100%					
	75%					
	50%					
Black Ethnic	100%					
	75%					
	50%					
Hispanic Ethnic	100%					
	75%					
	50%					

Additional Information

MMR= Metro Market Population Rank

DEC= Average daily effective circulation adjusted to Adults 18+

Are rates shown for consecutive month postings?

What is your average DEC:

Are you traffic counts audited?

Are you an ESOAA member?

Do you have back lighted panels available?

What is your MMR?

Additional Notes to be included in your publication:

Yes	No	(circle one)
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