

Sample A

Sample Ad Cost	Times \$70.00		YCN \$46.00	
Est. Annual Costs				
Run 1	2@\$50	\$100.00	2@24	\$48.00
Run 2	10@\$70	\$700.00	10@\$46	\$460.00
Run 3	3@\$90	\$270.00	3@\$68	\$204.00
		\$1,070.00		\$712.00
		\$4,280.00		\$2,848.00
		/quarter		/quarter
		/year		/year

Difference of \$1,432/year

Sample B

Sample Ad Cost	Times \$21.70		YCN \$23.00	
Est. Annual Costs				
Run 1	10@\$15.50	\$155.00	10@12	\$120.00
Run 2	44@\$21.70	\$954.80	44@\$23	\$1,012.00
Run 3	0@\$27.90	\$0.00	0@\$34	\$0.00
		\$1,109.80		\$1,132.00
		\$4,439.20		\$4,528.00
		/quarter		/quarter
		/year		/year

Difference of \$88.80/year