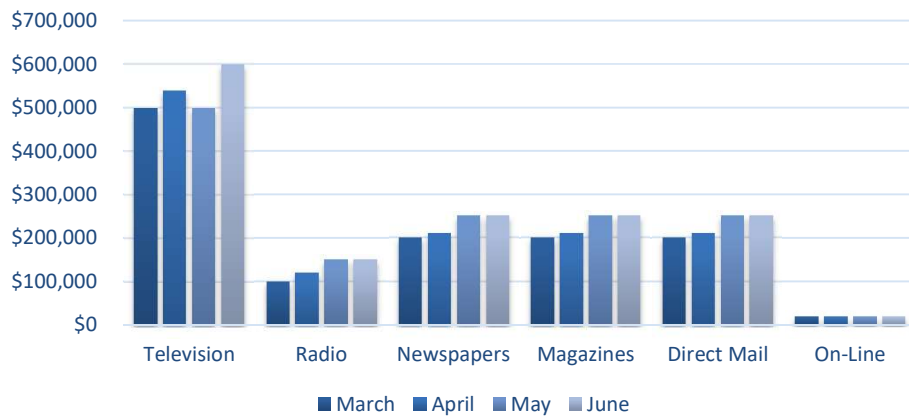


# Media Budget by Quarter

**Product**  
**November 1, 2016**

Medium	March	April	May	June	Total	Percent
Television	\$500,000	\$540,000	\$500,000	\$600,000	\$2,140,000	39.1%
Radio	\$100,000	\$120,000	\$150,000	\$150,000	\$520,000	9.5%
Newspapers	\$200,000	\$210,000	\$250,000	\$250,000	\$910,000	16.6%
Magazines	\$200,000	\$210,000	\$250,000	\$250,000	\$910,000	16.6%
Direct Mail	\$200,000	\$210,000	\$250,000	\$250,000	\$910,000	16.6%
On-Line	\$20,000	\$20,000	\$20,000	\$20,000	\$80,000	1.5%
Trade Shows						
Other						
<b>Total</b>	<b>\$1,220,000</b>	<b>\$1,310,000</b>	<b>\$1,420,000</b>	<b>\$1,520,000</b>	<b>\$5,470,000</b>	<b>100.0%</b>
<b>Percent</b>	<b>22.3%</b>	<b>23.9%</b>	<b>26.0%</b>	<b>27.8%</b>	<b>100.0%</b>	

**Media Budget by Quarters**



**Media Budget**

