





///COMMERCIAL

PROPOSAL///





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///COMMERCIAL PROPOSAL-**JACK DANIELS**

///JACK DANIELS CAMPAIGN

DATE	FORMAT	SEGMENT	TYPE OF BUYING	IMPRES. VIEWS CLICKS	CPCV	TOTAL
JAN-APR	VIDEO HD IN GAMES Full Screen Full HD	-Men and women in Brazil +18	CPCV	3,333,333	\$0.03	US \$50,000
JAN-APR	FASTCARDS	-Rapi and other retailers in Brazil	Clicks	150,000 or more	-	US \$50,000
Note: We'll include the FastCards in all the Brand Awareness Campaign at no extra cost.						
TOTAL COST						US \$100,000