

Type	Location	Details	Cost
Web	Chicagotribune.com	Animated banner, run of site, 1 million impressions	25,000
	Hellochicago.com	Tile, 100,000 impressions	3,250
Print	Chicago Tribune	1 full page, 1 time	27,600
	Chicago Sun Times	½ page, 2 times	15,300
	Chicago Magazine	2/3-page, 1 issue	12,400
Miscellaneous	Taxi tops	60 taxis, 2 weeks	18,000
	Bus stops	50 bus shelter panels, 2 weeks	13,500
Total Cost			115,050
Budgeted			113,780
Difference			1,270