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| Ad 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 |
| Misc. | Taxi tops | 60 taxis, 2 weeks | 18,000 |
| Bus stops | 50 bus shelter panels, 2 weeks | 12,000 |
| Total Cost | | | 115,050 |
| Budgeted | | | 113,780 |
| Difference | | | 1,270 |