

	Show #1	Spend	CPM	Show #2	Spend	CPM	Show #3	Spend	CPM
<b>Print</b>									
Chicago Tribune - Print		6000	533318 (266659 circulation on a weekday, times two runs)		6000	533318 (266659 circulation on a weekday, times two runs)		3000	266659 circulation on a weekday
Daily Herald - Print	Asked for	1300	Delivered to 82k homes	Asked for	1950		Asked for	1300	Delivered to 82k homes
<b>Digital</b>									
Chicago Tribune - Digital	Asked for	8500		Asked for	9750		Asked for	7800	
Sun-Times Blog		1280	Impressions 91336, Clicks 71, CTR .08%		1280	Impressions 68663, Clicks 33, CTR .05%		1280	As of 7/11 Impressions 16584, Clicks 7, CTR .04%
Daily Herald - Digital		3500	Impressions 260016, Clicks 1057, CTR .41%		3500	Impressions 579804, Clicks 2278, CTR .39%		3500	As of 7/11 Impressions 55862, Clicks 261, CTR .47%
<b>Social Media</b>									
Facebook Ads	N/A	N/A	N/A		999.7	Impressions 63255, Clicks 3477, CPC .4425		500	
Opening Night photos on facebook			Reach 7.5 K, 2.7 Post clicks, 341 Reactions and Shares		300	Reach 2.8K, 4.3 Post clicks, 51 Reactions and Shares		300	As of 7/11 Reach 4.3 K, 2.1 Post clicks, 20 Reactions and Shares
Ticketmaster	Asked for	1000		Asked for	1000			1000	As of 7/11 \$616 spent for 3 tickets sold
<b>Other</b>									
Posting	N/A	N/A	N/A	N/A	N/A	N/A		1088	0 mentions
Bookmarks		N/A			N/A			262.5	Popular in lobby
Billboard		2835	?	N/A	N/A	N/A	N/A	N/A	N/A
<b>TV &amp; Radio</b>									
WLS ABC		12000	6,026,600 Household impressions		12000	3,016,300 Households impressions		12000	As of 7/11 2,191,400 Households impressions
MeFM		1000	Facebook clicks 89, Estimated radio impressions 587000, Estimated tv impressions 30000, Ticket contest page Me.tv - 108 entries, 501 page views, 398 unique page views, WCIU.com - 287 entries, 390 page views, 326 unique page views, Eblast Sent 4569, Opened 2352, Clicked 566		3000	Facebook clicks 10, Estimated radio impressions 1679000, Estimated tv impressions 30000, Ticket contest page Me.tv - 458 entries, 604 page views, 493 unique page views, WCIU.com - 355 entries, 480 page views, 369 unique page views, Eblast Sent 5495, Opened 2523, Clicked 783, Digital ad Impressions 15403, Clicks 21, CTR .14	N/A	0	N/A
WBIG		0	57 spots		0	242 spots		0	?
WRMN		0	20 Spots		0	314 spots		0	?
WBEZ	N/A	N/A	N/A	N/A	N/A	N/A	Asked for	1300	
WTTW		N/A			N/A			1750	Radio Impressions 109000, Print impressions 80000
<b>Discounted Tickets</b>									
Goldstar		0	61,700.00 in revenue		0	25,835.00 in revenue		0	As of 7/11 5,390.00 in revenue
HotTix		0	92 redeemed, estimated revenue 2162-4462						
TodayTix		0	12 tickets sold	N/A	N/A	N/A		N/A	N/A
Smartix	N/A	N/A	N/A	N/A	N/A	N/A		0	14 uses