



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, April 22, 2014 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: March 25, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Riverfront Shops of Daytona Beach Quarterly Report**
7. **Front Porch Friday Event Update**
 - a. **Name Change to Riverfront Fridays**
8. **Farmer's Market Advertising**
 - a. **Crabby Joe's Table Ad**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 25, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, March 25, 2014, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Helen Riger, Cultural Services
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

Ms. Groom called the roll and noted members present as stated above.

3. Approval of Minutes: February 25, 2014 Regular Meeting

Board Action:

Mr. Hopkins made a motion to approve the minutes of the February 25, 2014 regular meeting. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which is included on Page 9 of the packet.

6. **Revised Fiscal Year 2013/14 Budget**

Mr. Jeffries presented the revised budget which is included on Page 11 of the packet. He stated that what is proposed is a follow up to the discussion held at the February 25, 2014 meeting regarding the DDA support of the Front Porch Friday Festival. He stated that he proposes transferring \$9,600 from Merchant Co-op Revenue to Co-op Marketing to cover expenses for the Front Porch Friday Festival.

Ms. White asked if the name of the Front Porch Friday event will be changed.

Mr. Jeffries stated if the name is changed, changes will need to be made to the website and the logo which would result in an additional cost for Gold & Associates to make the changes.

Ms. Foster stated that perhaps the date of Front Porch Friday should be changed to the third Friday of the month so it does not conflict with DeLand's event.

Ms. Kozinski stated the name should be changed to delete Festival since many consider a festival will include games and rides.

Stephanie Mason-Teague, Cinematique Theater, stated the 4th Friday of the month was selected for Front Porch Friday Festival so it would not conflict with the events in New Smyrna Beach and Port Orange. Ms. Mason-Teague stated Riverfront Park is already rented for the remainder of the year for the 4th Friday of the month and stated she did not feel it may be available on other dates. Ms. Mason-Teague stated that she feels the event should continue on the fourth Friday.

Ms. Kozinski stated that she previously worked on the Riverfront Market and suggested that logo and Facebook page could be used for the Friday Festival. Ms. Kozinski stated Gold & Associates designed the logo. Ms. Kozinski stated to use the logo for the Front Porch Friday Festival would only require a word change.

Ms. Foster stated she has seven vendors committed for this Friday's event. Ms. Foster asked if vendors will be permitted to sell food.

Ms. Mason-Teague stated she feels the vendors should sell unique items and nothing that is mass-produced.

Ms. Kozinski stated food vendors would draw away from people visiting the area restaurants.

Ms. White stated it would be ideal to have an experience that would affect both sides of Beach Street.

Mr. Jeffries stated he would like the budget transfer to include an additional \$750 for Gold & Associates to change the logo for the Front Porch Friday event.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the budget transfer of \$10,350 that includes the \$750 for Gold & Associates to develop a new name for the Front Porch Friday Festival. The motion was approved unanimously (5-0).

7. Event Management Contract – Noeleen Foster

Mr. Jeffries presented a proposed contract with Noeleen Foster to manage the Front Porch Friday event included in the board packet on Page 12.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the contract for management of the Front Porch Friday Event with Noeleen Foster. The motion was approved unanimously (5-0).

8. Funding Approval: Front Porch Friday Event Expenses

Mr. Jeffries presented a proposed program guideline and event expenses for Front Porch Friday event included in the board packet on Page 17.

Ms. White asked if tents are purchased, where are they proposed to be stored.

Mr. Jeffries stated they will be placed in the storage area adjacent to the Farmers' Market.

Ms. White stated there is an expense associated with providing equipment to vendors and suggested charging a fee to a vendor that requests the use of a tent.

Ms. White asked who would be setting up the tents.

Mr. Jeffries stated the Streets Team from the Salvation Army will set up the tents and noted there is a contract arrangement between the Streets Team and the CRA for their support of events.

Ms. Mason-Teague stated materials should include the wording that tents should be white or a light color; and if the vendor does not have a tent, one can be rented from the city.

Ms. White stated there may be opportunities for sponsorship of the event and suggests those opportunities should be considered.

Mr. Jeffries stated he has talked with a representative from Fiat about sponsorship and there may be other opportunities available.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook to adopt the budget of \$10,350 for the Front Porch Friday Festival. The motion carried unanimously 5-0.

Mr. Jeffries asked that the Board consider the guidelines as presented on Page 17 of the packet.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the guidelines as presented. The motion carried unanimously (5-0).

9. Downtown Event Agreement with City

Mr. Jeffries presented a report on permit costs for the DDA supported events, a copy of which is hereto attached and made part of the record, and reviewed the costs with the Board.

Helen Riger, Cultural Services, stated the Friends of the Bandshell proposed an agreement. Ms. Riger stated the agreement includes the City paying the fees as well as a reduced rental fee. Ms. Riger stated the City has an alcohol beverage license which was included in the agreement for use at the bandshell.

Mr. Jeffries asked the Board to designate a Board member to negotiate with the City for preparation of an agreement for the Front Porch Friday Festival including fees.

Al Smith stated he was never informed that fees were going to be increased. Mr. Smith stated he feels funds should go to support events, not fees.

Ms. Kozinski offered to meet with staff about the agreement for the Front Porch Friday Festival.

Mr. Jagger stated the final contract will be presented to the DDA for review prior to being presented to the City Commission.

10. Board Comments

Ms. White asked about the status of the directory and rack card.

Mr. Jeffries stated the rack card would be two pages and Gold & Associates has prepared a draft.

Ms. White stated she has seen the joint billboard with Zappi's and it looks very nice.

Ms. Kozinski asked if the location of the Art of the Automobile event has changed.

Kelly Koliopolus stated the Art of the Automobile event would be held in the area from Orange Avenue to Bay. Ms. Koliopolus stated she was talking with representatives from Jeep and Harley to have displays included from their businesses as well.

Ms. White stated Bike Florida would be going through the downtown today and the event includes 600 bikes.

Mr. Jeffries stated the next merchants meeting would be in April. Mr. Jeffries stated the meetings will be held quarterly and the April meeting will include a discussion of marketing which will be conducted by Ned Harper.

Ms. Foster asked if the broken tents that are stored at the Farmers' Market could be disposed.

Mr. Jagger stated the rules for disposal of city property should be followed and he would look into the disposal for Ms. Foster.

Ms. Foster stated she has learned of a grant for the SNAP equipment and would bring that information back to the Board.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:43 a.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: April 17, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through April 15, 2014.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 4/15/14	Balance
Contract Services	\$ 1,000	\$ 500.97	\$ 499.03
Supplies	\$ 2,500	\$ 561.38	\$ 1,938.62
Care and Subsistence	\$ 400	\$ 149.55	\$ 250.45
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00
Technical Services	\$ 1,700	\$ 436.00	\$ 1,264.00
Professional Services	\$ 38,400	\$ 19,200.00	\$ 19,200.00
Co-op Marketing	\$ 18,150	\$ 15,684.60	\$ 2,465.40
Downtown Marketing	\$ 30,000	\$ 15,908.13	\$ 14,091.87
Downtown Events	\$ 18,000	\$ 12,555.00	\$ 5,445.00
Downtown Holidays	\$ 5,000	\$ 4,615.00	\$ 385.00
Total	\$ 115,715	\$ 70,030.63	\$ 45,684.37

Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014 meeting.

Farmers' Market Activities

Revenues	Projection		Received to Date As of 4/15/14		Balance
Vendor Revenue	\$	35,750	\$	18,002.00	\$ 17,748.00
Market Booth Sales	\$	1,200	\$	-	\$ 1,200.00
Total	\$	36,950	\$	18,002.00	\$ 18,948.00

Expenses	Appropriation		Spent to Date As of 4/15/14		Balance
Market Manager	\$	16,000	\$	8,695.42	\$ 7,304.58
Supplies	\$	750	\$	187.86	\$ 562.14
Liability Insurance	\$	1,265	\$	1,102.28	\$ 162.72
City Fees	\$	1,500	\$	1,500.00	-
Marketing	\$	14,435	\$	4,110.00	\$ 10,325.00
Market Events	\$	2,000	\$	-	\$ 2,000.00
Booth Merchandise	\$	1,000	\$	-	\$ 1,000.00
Total	\$	36,950	\$	15,595.56	\$ 21,354.44

Profit/Loss	\$ 2,406.44
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Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		%
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	\$ 2,728	58	11.8%
November			\$ 2,516	54	\$ 2,946	63	17.1%
December			\$ 2,619	55	\$ 2,854	62	9.0%
January	\$ 2,420	55	\$ 2,680	58	\$ 2,678	59	-0.1%
February	\$ 2,464	56	\$ 2,604	57	\$ 2,396	53	-8.0%
March	\$ 2,552	58	\$ 2,754	58	\$ 2,679	57	-2.7%
April	\$ 2,585	59	\$ 2,883	63			
May	\$ 2,424	55	\$ 2,840	62			
June	\$ 2,312	49	\$ 2,839	59			
July	\$ 2,224	53	\$ 2,263	46			
August	\$ 2,229	52	\$ 2,353	48			
September	\$ 2,394	56	\$ 2,299	47			
Total	\$ 21,604		\$ 31,090		\$ 16,281		4.5%

Downtown Events

Revenues	Projection	Received to Date As of 4/15/14		Balance
Vendor Revenue	\$ 1,600	\$ -		\$ 1,600.00
Sponsorships	\$ 8,750	\$ -		\$ 8,750.00
Total	\$ 10,350	\$ -		\$ 10,350.00

Expenses	Appropriation	Spent to Date As of 4/15/14		Balance
Event Manager	\$ 3,150	\$ -		\$ 3,150.00
Professional Services	\$ 750	\$ -		\$ 750.00
Event Music	\$ 4,200	\$ -		\$ 4,200.00
Equipment	\$ 2,000	\$ -		\$ 2,000.00
Supplies	\$ 250	\$ -		\$ 250.00
Total	\$ 10,350	\$ -		\$ 10,350.00

Profit/Loss **\$ -**

Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014 meeting.

QUARTER 2 ADVERTISING RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 17, 2014

The following shows some of the key marketing communications results achieved by the DDA. Data from the second quarter of the current fiscal year (*January-March 2014*) are compared to the previous quarter and the same period last year. The overall performance was very strong, showing that the marketing approach is successful.

WEBSITE

- **TOTAL HITS**
 - Q2 (2012-13): 23,614
 - Q1 (2013-14): 29,400
 - **Q2 (2013-14): 35,040**
 - Year-over-year change: +48%
 - Year-to-date change: +19%
- **UNIQUE VISITATION**
 - Q2 (2012-13): 5,906
 - Q1: 9,599
 - Q2: 13,470
 - Year-over-year change: +128%
 - Year-to-date change: +40%
- **TOP PAGES — Q2 (2012-13)**
 1. Home Page
 2. Farmers' Market
 3. Shops Directory (*listings*)
 4. Shopping
 5. Photo Gallery
- **TOP PAGES Q2 (2013-14)**
 1. Home Page
 2. Farmers' Market
 3. Front Porch Friday Festival
 4. Shops Directory (*listings*)
 5. Shopping
- **TOP PAGES — Q1 (2013-14)**
 1. Home Page
 2. Front Porch Friday Festival
 3. Farmers' Market
 4. Shops Directory (*listings*)
 5. Shopping
- **TOP REFERRERS — Q2 (2012-13)**
 1. CODB.us (*City site*)
 2. Google (*searches*)
 3. Direct Visits (*to URL*)
 4. DaytonaBeach.com (*City site*)
 5. Ask.com (*searches*)
- **TOP REFERRERS — Q2 (2013-14)**
 1. Google (*searches*)
 2. Direct Visits (*to URL*)
 3. CODB.us (*City site*)
 4. DaytonaBeach.com (*City site*)
 5. Bing.com (*searches*)
- **TOP REFERRERS — Q1 (2013-14)**
 1. Google (*searches*)
 2. Direct Visits (*to URL*)
 3. CODB.us (*City site*)
 4. DaytonaBeach.com (*City site*)
 5. See-DaytonaBeach.com (*See Mag.*)

SOURCE: Google Analytics.

QUARTER 2 ADVERTISING RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 17, 2014

FACEBOOK PAGE

- **FANS/FRIENDS (LIKES)**
 - Q2 (2012-13): 1,720
 - Q1 (2013-14): 4,112
 - **Q2: (2013-14): 4,746**
 - Year-over-year change: +176%
 - Year-to date-change: +15%
- **DEMOGRAPHICS**: The majority of fans (*likes*) of the Riverfront Shops page have been predominantly women (71%) on a consistent basis, with the largest age groups being 45-54, 34-44 and 55-64 (*in that order*). The #1 city for fans is Daytona Beach, followed by Ormond Beach and Port Orange.

SOURCE: Facebook.

FACEBOOK ADVERTISING

- **IMPRESSIONS**
 - Q2 (2012-13): 4,544,888
 - Q1 (2013-14): 5,095,705
 - **Q2 (2013-14): 7,082,664**
 - Year-over-year change: +56%
 - Year-to-date change: +39%
- **CLICKS**
 - Q2 (2012-13): 2,658
 - Q1 (2013-14): 3,668
 - **Q2 (2013-14): 4,301**
 - Year-over-year change: 62%
 - Year-to-date change: +17%
- **DEMOGRAPHICS**: Across the quarters, the persons who clicked the ads the most were consistently women, whose top age group is 55-64, followed by 65+ and 45-54. All clicks are from Facebook users within 25 miles of Daytona Beach.

SOURCE: Facebook.

QUARTER 2 ADVERTISING RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 17, 2014

GOOGLE ADWORDS

- **IMPRESSIONS**
 - Q2 (2012-13): 368,099
 - Q1 (2013-14): 417,771
 - **Q2 (2013-14): 578,559**
 - Year-over-year change: +57%
 - Year-to-date change: +38%
- **CLICKS**
 - Q2 (2012-13): 2,356
 - Q1 (2013-14): 3,354
 - **Q2 (2013-14): 3,247**
 - Year-over-year change: +38%
 - Year-to-date change: -3%
- **TOP KEYWORDS — Q2 (2012-13)**
 1. Daytona Beach shopping
 2. Daytona Beach events
 3. Daytona Beach
 4. Daytona Beach shops
 5. Daytona events
- **TOP KEYWORDS — Q2 (2013-14)**
 1. Daytona
 2. Daytona Beach
 3. Daytona Beach FL
 4. Things to do in Daytona
 5. Events Daytona
- **TOP KEYWORDS — Q1 (2013-14)**
 1. Daytona
 2. Daytona Beach FL
 3. Things to do in Daytona Beach
 4. Daytona Beach shopping
 5. Events in Daytona Beach
- **DEMOGRAPHICS**: Across the quarters, over 80% of the clicks are from Daytona Beach, with the rest from a 50-mile radius of Daytona Beach (*further demographics unavailable*).

SOURCE: Google AdWords.

E-NEWSLETTER

- **CLICKS**
 - Q2 (2012-13): 48
 - Q1 (2013-14): 32
 - **Q2: (2013-14): 61**
 - Year-over-year change: +27.1%
 - Year to date change: +90.6%
- **OPEN RATE**
 - Q2 (2012-13): 32.5%
 - Q1 (2013-14): 25.1%
 - **Q2: (2013-14): 24.1%**
 - Year-over-year change: -25.8%
 - Year to date change: -4.0%
- **SUBSCRIBERS**
 - Q2 (2012-13): 1,401
 - Q1 (2013-14): 1,434
 - **Q2: (2013-14): 1,427**
 - Year-over-year change: +1.9%
 - Year to date change: -0.5%

SOURCE: iContact.

NOTE: To improve performance, GOLD suggests that the newsletters become shorter, with more compelling information and exclusive e-newsletter specials.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: April 15, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Front Porch Friday Festival Update

Based on the direction provided at the last meeting, Gold & Associates has been working on the name change for the Front Porch Friday Festival. Attached is a list of potential name concepts for the event. The recommended name is "Riverfront Fridays". This choice provides a simple event name that would allow for the expansion of the event to additional Fridays.

Once approved, Gold will proceed with changing the name to Riverfront Fridays and will make any necessary changes to the website and print materials for the event.

Noeleen Foster will be at the meeting to update the Board on the event sponsorships and programming.

RIVERFRONT SHOPS OF DAYTONA BEACH NEW NAMES FOR MONTHLY EVENT

Prepared by GOLD & Associates • Tuesday, April 8, 2014

Introduction

The Downtown Development Authority commissioned GOLD to develop name alternatives for the event currently known as the “Front Porch Friday Festival.” Overall, GOLD believes that the event name should be more closely aligned with the Riverfront Shops of Daytona Beach branding, and the concepts presented below represent different approaches to achieving this objective:

Name Concepts

NAME: RIVERFRONT FRIDAYS

RATIONALE: This simple approach ties in directly to the brand name and emphasizes the scenic riverfront location that appeals to locals and visitors alike.

NAME: FRIDAY DAZZLE

RATIONALE: This direction recalls the *Coastal Charm. Downtown Dazzle.* themeline used by the Riverfront Shops.

NAME: FEATURE FRIDAYS

RATIONALE: This name reflects the free Cinematique Under the Stars feature films shown at each event, as well as the specials and activities featured each month.

NAME: THE FRIDAY FLING

at the Riverfront Shops

RATIONALE: This concept takes a lighthearted approach while emphasizing the riverfront location and the Riverfront Shops of Daytona Beach.

RIVERFRONT SHOPS OF DAYTONA BEACH NEW NAMES FOR MONTHLY EVENT

Prepared by GOLD & Associates • Tuesday, April 8, 2014

Name Concepts

NAME: RIVERFRONT & CENTER FRIDAYS

RATIONALE: A play on the phrase “front and center,” this approach helps brand the Riverfront Shops as the place to be for this special event. *(The riverfront is also where the News-Journal Center is located).*

NAME: RIVERFRONT FRIDAY FEST

RATIONALE: This name concept ties into the old name while reinforcing the riverfront—and Riverfront Shops of Daytona Beach—connection.



AGENDA ITEM: 4
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: April 15, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Crabby Joe's Table Ad Funding Proposal

Michael Bennett, Jenifer Enterprises LLC, has submitted a proposal for the DDA to fund an advertisement on table ads at Crabby Joe's. This is an additional opportunity for the DDA to continue promote the Farmers' Market and the Riverfront Shops to tourists and local residents. The table ad prices are attached in the proposal. Jenifer Enterprises has also been approaching Downtown businesses about joint advertising next year.

The Downtown Marketing and the Farmers' Market Advertising line items are already committed for this Fiscal Year. If approved, the funding would have to come from the FY 2014/15 Budget.

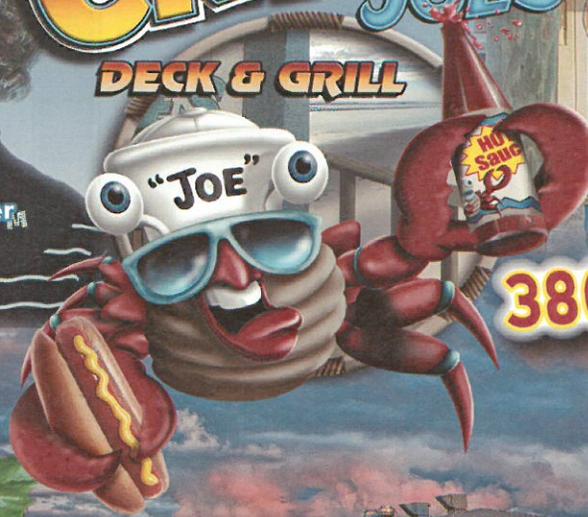
3701 S. Atlantic Ave · Daytona Beach Shores, FL
www.sunglowpier.com

CRABBY JOE'S

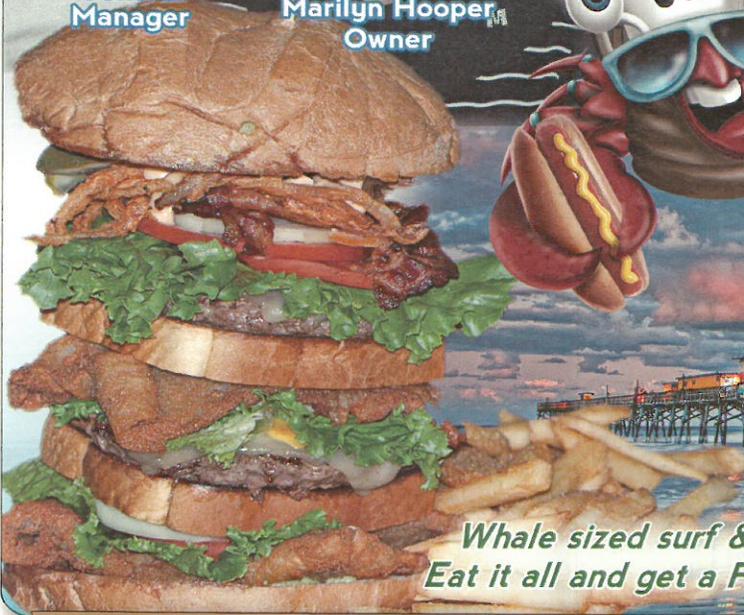
DECK & GRILL

Luke Zona
General
Manager

Marilyn Hooper,
Owner



386-788-3364



Visit Our Gift Shop
• Calypso Bar

5,600 per week
24,248 per month
291,200 per year
582,400 in 2 years

Marilyn Hooper

How many of those 582,400 patrons do you want thinking about your business?

Crabby Joe's Deck & Grill of Daytona Beach Shores, Florida contractually agrees: 1. Not to use any type of covering that would obstruct the view of the advertisements. 2. To notify Jenifer Enterprises, LLC should the restaurant change ownership or cease operations. (If such should occur, your contracted time stops until the restaurant re-opens or the tables are re-located). JE assures that the tables will be repaired or replaced at no cost throughout the contracted period should they become damaged or destroyed due to fire, flood, storm or other occurrences referred to as "acts of God." A proof copy of your ad will be furnished for your approval before the construction of the tables. The two year contract period begins upon installation of the tables in the restaurant.

Representative Info:

Name: _____

Phone: _____



Visit our online presentation!

1. Go to www.TableAds.com
2. Click on the private link
3. Enter Username: **crabbyjoes**
4. Enter Password: **sunglow**

(Note: Username & Password are case sensitive, no capital letters)

Also...with TableAds® your custom ad construction is included (no hidden fees).
 We also offer convenient payment options to meet anyone's budget
 (see Payment Options table below).

Set 1 = 19 Tables • Set 2 = 19 Tables

TableAds® Payment Options

Double Set:

Ad Size	Ad Cost	Option A	Option B	Option C	Option D
		2% Discount CREDITCARD	5% Discount ONE	2% Discount TWO	No Conv. Fee THREE
4.50X6.50	\$2,974.19	\$2,934.53	\$2,875.05	\$1,467.26	\$991.40
5.75X4.25	\$2,650.31	\$2,614.97	\$2,561.96	\$1,307.48	\$883.44
7.25X3.00	\$2,377.91	\$2,346.20	\$2,298.64	\$1,173.10	\$792.64
7.25X2.25	\$1,797.57	\$1,773.60	\$1,737.65	\$886.80	\$599.19
2.75X3.50	\$1,183.25	\$1,167.47	\$1,143.80	\$583.73	\$394.42

Single Set

Ad Size	Ad Cost	Option A	Option B	Option C	Option D
		2% Discount CREDITCARD	5% Discount ONE	2% Discount TWO	No Conv. Fee THREE
4.50X6.50	\$1,982.79	\$1,943.13	\$1,883.65	\$971.57	\$660.93
5.75X4.25	\$1,766.87	\$1,731.53	\$1,678.53	\$865.77	\$588.96
7.25X3.00	\$1,585.27	\$1,553.56	\$1,506.01	\$776.78	\$528.42
7.25X2.25	\$1,198.38	\$1,174.41	\$1,138.47	\$587.21	\$399.46
2.75X3.50	\$788.83	\$773.05	\$749.39	\$386.53	\$262.94

"We take Credit for this unique advertising concept!"

