

DISTRICT

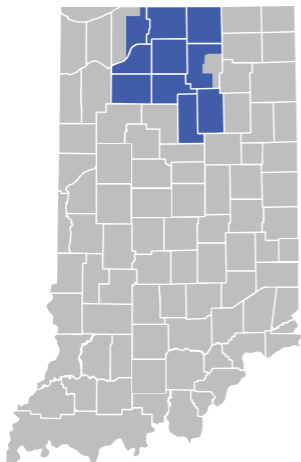
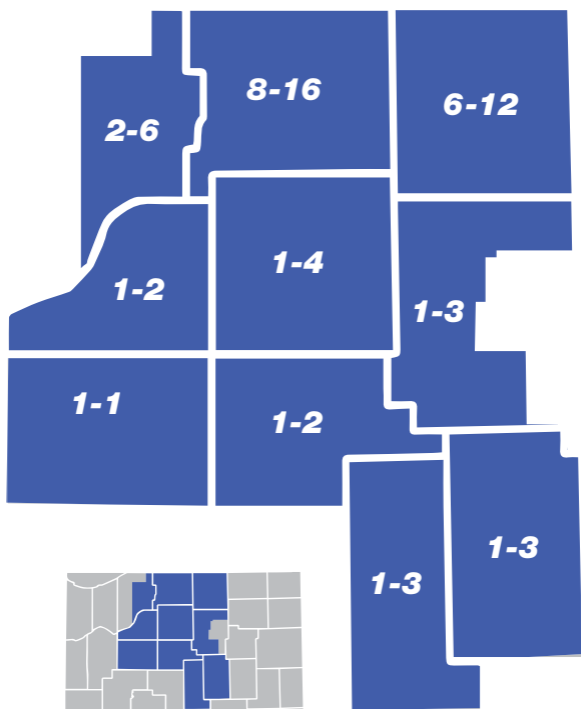
**2**

# ***POLITICAL CAMPAIGN***

## ***Our Coverage Recommendation***

Your out of home advertising campaign covers a range of posters based on district and level.

District 2 covers St. Joseph, Elkhart, Marshall, Starke, Pulaski, Fulton, La Porte, Wabash, Miami and northwest Kosciusko counties.



These numbers represent a range of poster locations recommended for each represented county.

## Coverage Recommendation

Choose between various saturation levels to meet your exact needs in any market, on any budget.

### Red Level

Our highest saturation level will deliver an estimated 7,600,000 impressions.

<b>Total Locations</b>	<b>52</b>
<b>Estimated Cost</b>	<b>\$42,588</b>

### White Level

Our mid-saturation level will deliver an estimated 5,400,000 impressions.

<b>Total Locations</b>	<b>36</b>
<b>Estimated Cost</b>	<b>\$29,980</b>

### Blue Level

Our initial exposure package will deliver an estimated 3,400,000 impressions.

<b>Total Locations</b>	<b>23</b>
<b>Estimated Cost</b>	<b>\$19,203</b>

\*Package customization available.

\*Coverage based on impression levels by location.

\*GeoPath audience data Adults 18+, based on sample locations.

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**Burkhart**

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