

# DESTINATION NETWORK

www.DestinationNetwork.com

Phone: (850) 234-2773

info@destinationnetwork.com

## DESTINATION TRAVEL

### Individual Market Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$15.00	\$30.00	\$45.00	\$60.00	\$90.00	\$150.00
6am - 10am Weekends	2x Rotating	\$22.00	\$44.00	\$66.00	\$88.00	\$132.00	\$220.00
12pm - 2pm	2x Rotating	\$9.00	\$18.00	\$27.00	\$36.00	\$54.00	\$90.00
8pm - 12am	3x Rotating	\$20.00	\$40.00	\$60.00	\$80.00	\$120.00	\$200.00

### Two Markets 10% Discounted Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$13.50	\$27.00	\$40.50	\$54.00	\$81.00	\$135.00
6am - 10am Weekends	2x Rotating	\$19.80	\$39.60	\$59.40	\$79.20	\$118.80	\$198.00
12pm - 2pm	2x Rotating	\$8.10	\$16.20	\$24.30	\$32.40	\$48.60	\$81.00
8pm - 12am	3x Rotating	\$18.00	\$36.00	\$54.00	\$72.00	\$108.00	\$180.00



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## Three Markets 15% Discounted Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$12.75	\$25.50	\$38.25	\$51.00	\$76.50	\$127.50
6am - 10am Weekends	2x Rotating	\$18.70	\$37.40	\$56.10	\$74.80	\$112.20	\$187.00
12pm - 2pm	2x Rotating	\$7.65	\$15.30	\$22.95	\$30.60	\$45.90	\$76.50
8pm - 12am	3x Rotating	\$17.00	\$34.00	\$51.00	\$68.00	\$102.00	\$170.00

## Four Markets 20% Discounted Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$12.00	\$24.00	\$36.00	\$48.00	\$72.00	\$120.00
6am - 10am Weekends	2x Rotating	\$17.60	\$35.20	\$52.80	\$70.40	\$105.60	\$176.00
12pm - 2pm	2x Rotating	\$7.20	\$14.40	\$21.60	\$28.80	\$43.20	\$72.00
8pm - 12am	3x Rotating	\$16.00	\$32.00	\$48.00	\$64.00	\$96.00	\$160.00

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## Five Markets 25% Discounted Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$11.25	\$22.50	\$33.75	\$45.00	\$67.50	\$112.50
6am - 10am Weekends	2x Rotating	\$16.50	\$33.00	\$49.50	\$66.00	\$99.00	\$165.00
12pm - 2pm	2x Rotating	\$6.75	\$13.50	\$20.25	\$27.00	\$40.50	\$67.50
8pm - 12am	3x Rotating	\$15.00	\$30.00	\$45.00	\$60.00	\$90.00	\$150.00

## All Markets 35% Discounted Rates

Daypart	Show Details	:30	:60	:90	2:00	3:00	5:00
6am - 10am Weekdays	2x Rotating	\$9.75	\$19.50	\$29.25	\$39.00	\$58.50	\$97.50
6am - 10am Weekends	2x Rotating	\$14.30	\$28.60	\$42.90	\$57.20	\$85.80	\$143.00
12pm - 2pm	2x Rotating	\$5.85	\$11.70	\$17.55	\$23.40	\$35.10	\$58.50
8pm - 12am	3x Rotating	\$13.00	\$26.00	\$39.00	\$52.00	\$78.00	\$130.00



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# Destination Travel Samples

**:90 Feature Story Airing in Four Markets: Myrtle Beach, Panama City, Destin/Pensacola/Mobile, Atlanta**

Production Included plus 4 Market 20% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1- Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$36	5	4	173	\$124,560.00
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$53	2	4	173	\$73,075.20
12pm - 2pm	1x Rotating Midday Mon-Sun	\$22	7	4	173	\$104,630.40
8pm - 12am	1x Rotating Nightly Mon-Sun	\$48	7	4	173	\$73,075.20

<b>Subtotal</b>	\$534,777.60
<b>Net with 5% Seasonal 120 Day Discount</b>	\$508,038.72

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## :90 Feature Story Airing in All Markets: Myrtle Beach, Pawleys Island, Panama City, Destin/Pensacola/Mobile, Atlanta, New Orleans

Production Included plus 7 Market 35% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1- Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$29	5	6	53	\$46,507.50
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$43	4	6	53	\$54,568.80
12pm - 2pm	1x Rotating Midday Mon-Sun	\$18	7	6	53	\$39,066.30
8pm - 12am	2x Rotating Nightly Mon-Sun	\$39	14	6	53	\$173,628.00

<b>Subtotal</b>						\$313,770.60
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## :90 Feature Story Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1- Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$38	5	3	173	\$99,258.75
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$56	2	3	173	\$58,231.80
12pm - 2pm	1x Rotating Midday Mon-Sun	\$23	7	3	173	\$83,377.35
8pm - 12am	1x Rotating Nightly Mon-Sun	\$51	7	3	173	\$185,283.00

<b>Subtotal</b>	\$426,150.90
<b>Net with 5% Seasonal 120 Day Discount</b>	\$404,843.36



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## :90 Feature Story Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1-Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$38	5	3	82	\$47,047.50
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$56	2	3	82	\$27,601.20
12pm - 2pm	1x Rotating Midday Mon-Sun	\$23	7	3	82	\$39,519.90
8pm - 12am	1x Rotating Nightly Mon-Sun	\$51	7	3	82	\$87,822.00

<b>Subtotal</b>						\$201,990.60
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## :90 Feature Story Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1- Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$26	5	3	173	\$66,172.50
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$37	2	3	173	\$38,821.20
12pm - 2pm	1x Rotating Midday Mon-Sun	\$15	7	3	173	\$55,584.90
8pm - 12am	1x Rotating Nightly Mon-Sun	\$34	7	3	173	\$123,522.00

<b>Subtotal</b>	\$284,100.60
<b>Net with 5% Seasonal 120 Day Discount</b>	\$269,895.57



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## :90 Feature Story Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Not Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) April 1- Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$13	5	3	173	\$33,086.25
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$19	2	3	173	\$19,410.60
12pm - 2pm	1x Rotating Midday Mon-Sun	\$8	7	3	173	\$27,792.45
8pm - 12am	1x Rotating Nightly Mon-Sun	\$17	7	3	173	\$61,761.00

<b>Subtotal</b>	\$142,050.30
<b>Net with 5% Seasonal 120 Day Discount</b>	\$134,947.79



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## :30 Spot adjacent to Various New Orleans Feature Stories Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Not Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) May 23-Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$13	5	3	120	\$22,950.00
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$19	2	3	120	\$13,464.00
12pm - 2pm	1x Rotating Midday Mon-Sun	\$8	7	3	120	\$19,278.00
8pm - 12am	1x Rotating Nightly Mon-Sun	\$17	7	3	120	\$42,840.00

<b>Subtotal</b>	\$98,532.00
<b>Net with 5% Seasonal 120 Day Discount</b>	\$93,605.40



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## :60 Feature Story Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Included plus 3 Market 15% discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) May 23-Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$26	5	3	82	\$31,365.00
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$37	2	3	82	\$18,400.80
12pm - 2pm	1x Rotating Midday Mon-Sun	\$15	0	0	0	\$0.00
8pm - 12am	1x Rotating Nightly Mon-Sun	\$34	7	3	82	\$58,548.00

<b>Subtotal</b>						\$108,313.80
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## : 30 Spot adjacent to Various New Orleans Feature Stories Airing in Three Markets: Panama City, Destin/Pensacola/Mobile, Atlanta

Production Not Included. 15% 3 Market discount

Daypart	Show Details	:90 Rate	Frequency Per Week	Number of Markets	Flight (Days) May 23-Sept. 20, 2012	Total
6am - 10am Weekdays	1x Rotating Mon-Fri	\$13	5	3	82	\$15,682.50
6am - 10am Weekends	1x Rotating Sat & Sun Mornings	\$19	2	3	82	\$9,200.40
12pm - 2pm	1x Rotating Midday Mon-Sun	\$8	0	0	0	\$0.00
8pm - 12am	1x Rotating Nightly Mon-Sun	\$17	7	3	82	\$29,274.00

<b>Subtotal</b>						\$54,156.90
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