

Northern Lights

Advertising Budget

Advertiser	Price	Budget Amount	% of Total Budget
Sports Illustrated	\$305,000	\$1.5 million	20.30%
Sports Weekly	\$15,000	\$1.5 million	1.00%
Google	\$1,000	\$1.5 million	0.10%
USA Today Newspaper	\$180,000	\$1.5 million	12.00%
Detroit Free Press	\$725	\$1.5 million	0.00%
91.3 WCSG	\$450	\$1.5 million	0.00%
WOOD 13	\$75,000	\$1.5 million	5.00%

