

Print Advertising Comparison

| | Coupon book | Newspaper | Phone Book | DK Magazine |
|---------------------|-------------|---------------------|-----------------|--------------------------------------|
| Average shelf life | 3 weeks | 3 days | 12 months | 8 months |
| Number of pages | 24-40 | 100+ | 400+ | 40 |
| | | | | Stands at restaurants* Direct |
| Distribution method | Direct mail | Delivery, stands | Direct delivery | Delivery |
| Production per year | 120,000 | 3,360,000 | 400,000 | 360,000 |
| Ad size | 5.5" x 8.5" | 8.5" x 11" or equal | 8.5" x 11" | 8.5" x 11" |
| Quality | High Gloss | Newsprint | Newsprint | High Gloss |
| Price per month | \$1,800 | \$13,500 | \$5,000 | \$1,399 |

*We have over 150 magazine stands place in high volume restaurants and other businesses.

With only 40 pages your ad is sure to be seen.
With an 8 month shelf life your ad will be seen again and again.
Only those who want the magazine take one, producing a higher return on distribution and cost reduction.
We are also the lowest cost to advertise.
This produces a value that is 100X greater than the other print advertising options.

Price Sheet

Printing 30,000 of each edition. Page size 8.5" x 11"

| | Full Page | Half Page | Quarter Page |
|--------------------------------------|-----------|-----------|--------------|
| Edition #6 - USF/North Tampa | \$1,399 | \$799 | \$450 |
| Due date - 01-28-11 | | | |
| Edition #7 - West Hillsborough | \$1,399 | \$799 | \$450 |
| Due date - 01-28-11 | | | |
| Edition #8 - Brandon area | \$1,399 | \$799 | \$450 |
| Due date - 03-04-11 | | | |
| Edition #9 - New Tampa/Wesley Chapel | \$1,399 | \$799 | \$450 |
| Due date - 04-01-11 | | | |
| Edition #10 - South Tampa/Downtown | \$1,399 | \$799 | \$450 |
| Due date - 05-06-11 | | | |
| Pay in Full Discount - 5 Issues | \$6,579 | \$3,759 | \$2,129 |

Inside front or back cover are still available for some editions at \$2,999 per edition.

Ad space is limited, so please call to reserve your page today.

Andrew Dundas
 Owner - Delivery King
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