



## MEDIA COMPARISON

On Water Outdoor advertising is very AFFORDABLE! Your advertising dollars will gain more impressions and have a higher-impact while complementing your current marketing program very cost effectively.

Average CPM Comparison: Adults 18+  
*(Based on an average of national media data)*

### NEWSPAPERS

Half Page B&W	\$23.32
Full page B&W	\$11.66

### TELEVISION

30-second ROS	\$20.54
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### MAGAZINE

4-color full page	\$9.65
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### RADIO

60-second Drive-time	\$7.28
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### **ON WATER OUTDOOR ADVERTISING**

Monthly CPM	\$6.00 - \$7.00
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*“Exclusive On-Water Brand Domination Opportunity”*