

PER-INQUIRY ADVERTISING PROGRAM








"In the ever-changing world of media buying & placement... This is an option worth exploring."
—Justin Hoffman, National Advertising Account Executive, The Kansas City Star.

Overview:

- You select national advertisers whose ads you'd like to run in your publication.
- We send you their ad with a unique phone number in it, used for tracking purposes.
- Your publication gets paid based on the response their ad generates.
- You receive access to real-time call tracking, monthly reporting & payment.

Sample Response Rates for Select Per-Inquiry Advertisers

Below you will find a small sampling of real response information for select advertisers currently participating in MediaBids' PI (Per-Inquiry) Advertising Program.

| Advertiser | Publication Type Generating Response | Ad Size & Color | Payout | Number of Responses |
|---|--------------------------------------|---------------------------------|---------|---------------------|
|  | Weekly Magazine | 8 wide x 10 high, color | \$2,310 | 231 |
|  | Weekly Newspaper | 10 wide x 12 high, color | \$2,205 | 21 |
|  | Daily Newspaper | 4.5 wide x 10 high, black/white | \$1,495 | 115 |
|  | Weekly Shopper | 8.5 wide x 11 high, color | \$725 | 29 |
|  | Daily Newspaper | 5 wide x 10 high, black/white | \$667 | 29 |
|  | Daily Newspaper | 3 wide x 3.5 high, black/white | \$406 | 58 |
|  | Daily Newspaper | 8.5 wide x 11 high, color | \$375 | 15 |

Please note that response rates indicated above do not guarantee that your publication will generate the same response, it is used strictly as a sample of what other publications have generated.

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