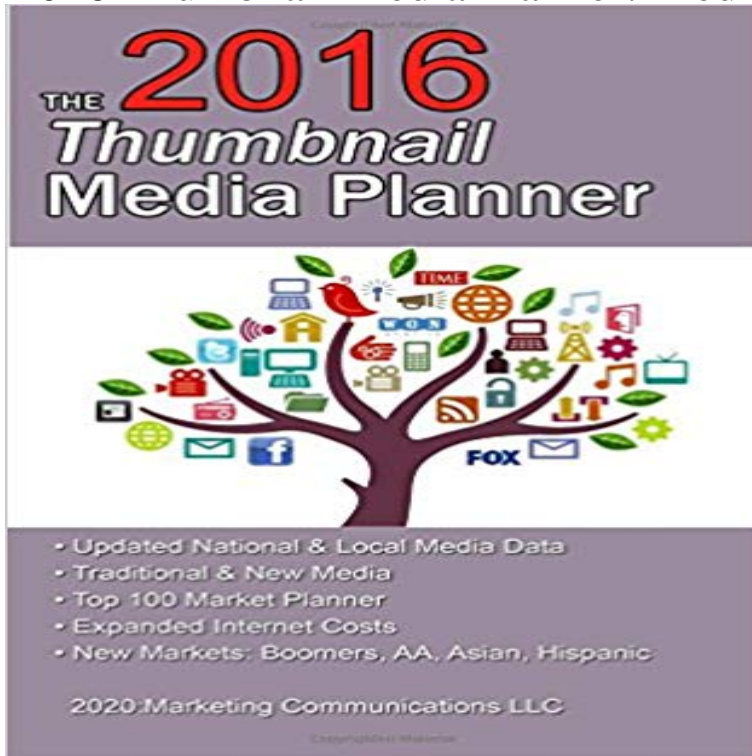


## 2016 Thumbnail Media Planner: Media Data & Costs



The 2016 Thumbnail Media Planner is an updated, 136 page reference guide of advertising media cost forecasts and market data. It includes national and local data for traditional and digital media, plus briefings on important emerging markets--Boomers, African Americans, Hispanics, and Asian Americans. Here are a few examples of what you will find in the 2016 Thumbnail Media Planner: Looking for US market and population statistics? Start on page 4. Need costs and cost per point for network TV dayparts? Look on page 33 Want the cost of online ads? Peruse Chapter 6. Gotta have basic media costs in El Paso? Check pages 101-102.

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