

MEDIA PRICE LIST

Yard signs	\$4,000 per 5,000 signs
Bumper stickers	\$750 per 5,000 stickers
Billboards	\$2,500 per month per board
TV ad	\$1,000 per 30 second local ad on one station
Radio ad	\$100 per 30 second local ad on one station
Newspaper ads	\$6,500 per full page, \$5,400 per 3/4 page, \$3,600 per 1/2 page, \$2,000 per 1/4 page
Targeted direct mail	\$1,600 per 5000 (printing, stamps, artwork and processing)
Posters	\$600 per 200 posters (artwork and printing)
Internet Site	\$5,000 per year (content development, web design & web hosting)

Note: Local candidates commonly spend about \$1,000 per day per TV station every day for 60 days prior to the election. If your candidate has 1 TV market in his or her district with 4 major stations, TV ads on all 4 stations will cost approximately \$4,000 per day.

The Teaching Educators about Media (TEAM) Project, housed in UT's Radio-TV-Film Department, designed these lesson plans and resources. Project Director: Laura Stein, Ph.D. <http://utopia.utexas.edu/explore/team/>