

CREATIVE ACCESS CORPORATION

Advertising Agency Selections

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BROAD SELECTIONS

TALENT MARKET
JUNE 2004

#B1A-ADs, ABs, CDs & GDs at all agencies.

Broad Selections #B1A		
Locale	Names	Cost*
BOS	375	\$105
NYC	1700	\$470
NYM	2950	\$740
PHL	175	\$85
RGN 1	3425	\$855
ATL	175	\$85
DCM	125	\$85
MIA	125	\$85
RGN 2	1400	\$475
DET	575	\$160
CHI	1000	\$275
MIN	375	\$100
STL	200	\$85
RGN 3	3475	\$875
DAL	350	\$100
HOU	100	\$85
RGN 4	880	\$240
LOS	550	\$150
SF	300	\$85
RGN 5	1500	\$415
NAT'L	10675	\$2175

(90/54,A/59M)

#B2A-ADs, ABs & GDs at all agencies.

Broad Selections #B2A		
Locale	Names	Cost*
BOS	250	\$85
NYC	1075	\$300
NYM	1300	\$350
PHL	75	\$85
RGN 1	2000	\$550
ATL	100	\$85
DCM	50	\$85
MIA	50	\$85
RGN 2	775	\$200
DET	350	\$100
CHI	550	\$150
MIN	250	\$85
STL	125	\$85
RGN 3	2100	\$575
DAL	200	\$85
HOU	50	\$85
RGN 4	475	\$135
LOS	300	\$85
SF	150	\$85
RGN 5	775	\$215
NAT'L	6150	\$1425

(90/54,A/9A&1X)

#B3A-ADs, ABs & CDs at all agencies.

Broad Selections #B3A		
Locale	Names	Cost*
BOS	300	\$85
NYC	1600	\$440
NYM	2050	\$565
PHL	150	\$85
RGN 1	3150	\$785
ATL	175	\$85
DCM	100	\$85
MIA	100	\$85
RGN 2	1225	\$340
DET	525	\$150
CHI	925	\$260
MIN	300	\$85
STL	200	\$85
RGN 3	3100	\$775
DAL	325	\$90
HOU	100	\$85
RGN 4	825	\$225
LOS	525	\$145
SF	250	\$85
RGN 5	1350	\$370
NAT'L	9650	\$2200

(90/54,A/51M)

#B4A-ADs & ABs at all agencies.

Broad Selections #B4A		
Locale	Names	Cost*
BOS	175	\$85
NYC	950	\$265
NYM	1125	\$310
PHL	75	\$85
RGN 1	1650	\$450
ATL	75	\$85
DCM	25	\$85
MIA	50	\$85
RGN 2	600	\$165
DET	300	\$85
CHI	475	\$130
MIN	150	\$85
STL	125	\$85
RGN 3	1650	\$450
DAL	200	\$85
HOU	50	\$85
RGN 4	425	\$120
LOS	250	\$85
SF	100	\$85
RGN 5	600	\$165
NAT'L	4900	\$1225

(90/54,A/1X)

#T1A-ADs, ABs, CDs & GDs at agencies <\$25 million/year & ADs at agencies >\$25 million.

Targeted Selections #T1A		
Locale	Names	Cost*
BOS	275	\$95
NYC	1100	\$385
NYM	1475	\$515
PHL	125	\$85
RGN 1	2475	\$865
ATL	125	\$85
DCM	75	\$85
MIA	75	\$85
RGN 2	1075	\$375
DET	350	\$125
CHI	700	\$245
MIN	225	\$85
STL	150	\$85
RGN 3	2500	\$875
DAL	250	\$90
HOU	75	\$85
RGN 4	650	\$225
LOS	375	\$130
SF	175	\$85
RGN 5	1050	\$365
NAT'L	7775	\$2200

(90/53,A/59M&54,A/1X)

TARGETED SELECTIONS

#T2A-ADs & ABs at agencies over \$25 million/year.

Targeted Selections #T2A		
Locale	Names	Cost*
BOS	125	\$85
NYC	850	\$300
NYM	950	\$330
PHL	25	\$85
RGN 1	1175	\$415
ATL	50	\$85
DCM	25	\$85
MIA	25	\$85
RGN 2	275	\$105
DET	275	\$95
CHI	350	\$125
MIN	100	\$85
STL	75	\$85
RGN 3	1125	\$395
DAL	150	\$85
HOU	25	\$85
RGN 4	275	\$95
LOS	175	\$85
SF	75	\$85
RGN 5	375	\$130
NAT'L	3250	\$1025

(54,A/1X)

#T3A-ADs & ABs at agencies over \$100 million/year.

Targeted Selections #T3A		
Locale	Names	Cost*
BOS	130	\$85
NYC	825	\$290
NYM	875	\$300
PHL	10	\$85
RGN 1	1050	\$370
ATL	25	\$85
DCM	15	\$85
RGN 2	150	\$85
DET	250	\$90
CHI	325	\$125
MIN	100	\$85
CLE	25	\$85
RGN 3	950	\$330
DAL	125	\$85
HOU	25	\$85
RGN 4	200	\$85
LOS	150	\$85
SF	75	\$85
RGN 5	300	\$105
NAT'L	3325	\$1055

(GrY&Z.A/1X)

#T4A-Art buyers only at all agencies nationally.

Targeted Selections #T4A		
Locale	Names	Cost*
NAT'L	275	\$95

(90/54,A/1D)

KEY:

ADs=Art Directors
CDs=Creative Directors
ABs=Art Buyers
GDs=Graphic Designers

B=Broad Selection
T=Targeted Selection
S=Specialty Selection
A=Agency

elsewhere:
C=Corporate
D=Design Firms
M=Magazines
P=Publishers

Note: DCM includes Baltimore

#S1A-Travel & Leisure:

ADs & ABs at agencies with travel & leisure accounts.

Specialty Selections #S1A		
Locale	Names	Cost*
RGN 1	325	\$135
RGN 2	25	\$85
RGN 3	325	\$135
RGN 4	75	\$85
RGN 5	25	\$85
NAT'L	1300	\$355

(23/25, 29 & 36 A of R, A/1X)

#S2A-Beauty & Fashion:

ADs & ABs at agencies with beauty & fashion accounts.

Specialty Selections #S2A		
Locale	Names	Cost*
RGN 1	425	\$175
RGN 2	50	\$85
RGN 3	325	\$135
RGN 5	75	\$85
NAT'L	975	\$410

(15/21 & 43 A of R, A/1X)

#S3A-Food & Beverage:

ADs & ABs at agencies with food & beverage accounts.

Specialty Selections #S3A		
Locale	Names	Cost*
RGN 1	525	\$220
RGN 2	50	\$85
RGN 3	525	\$220
RGN 4	125	\$85
RGN 5	125	\$85
NAT'L	1375	\$575

(10/14 & 36 A of R, A/1X)

#S4A-Auto:

ADs & ABs at agencies with automotive accounts.

Specialty Selections #S4A		
Locale	Names	Cost*
RGN 1	250	\$105
RGN 3	400	\$165
RGN 4	75	\$85
RGN 5	150	\$85
NAT'L	1275	\$535

(31/35 A or R, 1X)

*Cost based on 1x mailing, labels only.