

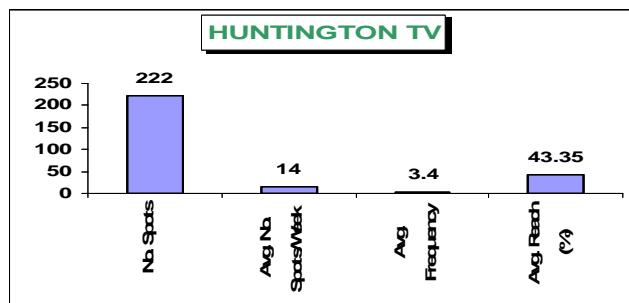
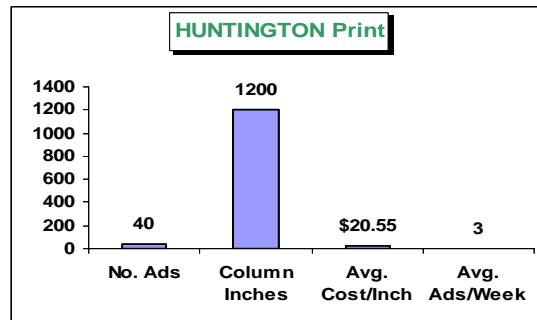
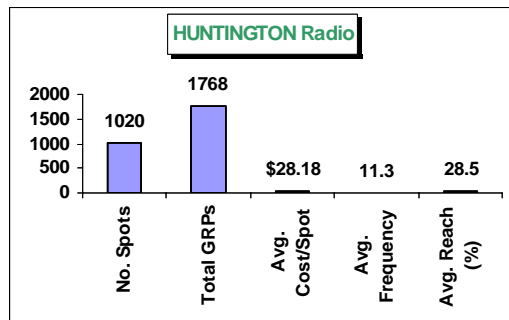
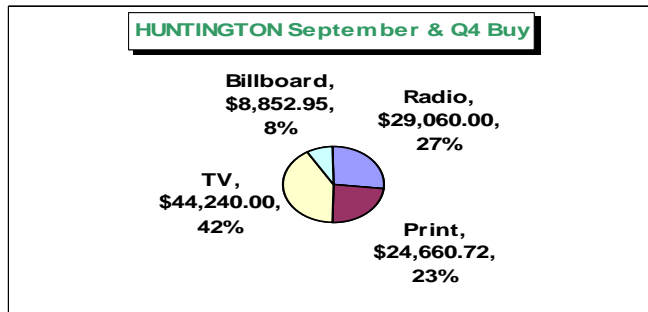
# The Keniston Report

Date: November 6, 2006  
 Client: Comcast  
 Subject: September and Q4 Media Buy  
 Region: HUNTINGTON  
 Total Spend: \$106,813.67

## Our Objective

To increase revenue for Comcast by maximizing its advertising budget. By utilizing print, radio, TV, and billboard advertising, we are reaching existing and potential Comcast subscribers with strong reach, frequency, consistency, and increased amount of impressions. Keniston & Company utilizes one-on-one media buying strategies with each media outlet. By using this strategy we continue to negotiate the best possible rates for Comcast, getting the most for every dollar spent.

## HUNTINGTON September & Q4 Buy Breakdown



**Avg. Spread: 17.66% = \$18,863.29 HUNTINGTON Savings**  
 \*see individual medium spread calculations in Buy Outline

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