



# Capitol Care Center

*Director of Marketing & Public Relations*

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555 W. CARPENTER

SPRINGFIELD, ILLINOIS

217-525-1880

To: ALL MEDIA

From: John Laurenzana, Director of Marketing & Public Relations

RE: Information for Media Purchase Consideration

If you are a media representative pursuing advertising sales, please send the following information (if available) in order to be considered for our annual budget process.

TV: Nielsen Ratings for the last SP, WI, and FA. Summer ratings will not be accepted. Ratings should be submitted separately for the following demographic areas A25-54 / A35+ / A55+ HH, HUT, PUT should be included.

Radio: A market analysis ratings report **must** accompany any presentation. County by County ratings will not be accepted. RAB projections will not be accepted. Please include a 3 book average (no summer ratings) for A25-54 / A35+ / A55+ / CUME Ratings for all of the previous demographics must accompany

Outdoor: The most recent traffic counts for the area being presented

New Media: Unique Visitors, Total Visitors, Total Page Views, Unique Impressions. All numbers must be broken down by month for a 6 month time period

Newspaper: Total Circulation by demographic (if available) Total Daily paid circulation to households, total daily free circulation. LY Total Circulation, TY Total Circulation

Rate Cards for all media must accompany any presentation. Please include terms and any bonus placement with your presentation. Please include any additional charges that would be needed to produce spot/ad placement. All submissions must include bonus placement.

Please be considerate of the time needed to evaluate your presentation and to produce quality advertisement for our business. If you have questions on the best way to submit any of this information please email us! [PR@platinumhc.net](mailto:PR@platinumhc.net)

*The Difference is the Care*