

Table 1: Summary of *Shores* Notice Plan Coverage and Cost

State/DMA	Adult Females	Reach 1+		Notice Cost	
		Paper	Notice	Total	CPM
Alabama	329,197	30.0	9.8	\$8,017	\$194
Huntsville-Decatur-Florence	329,197	30.0	9.8	8,017	194
Florida	5,737,556	48.7	18.2	540,004	368
Miami-Ft. Lauderdale	1,441,639	46.4	17.3	148,949	434
Tampa-St. Petersburg-Clearwater	1,425,149	55.3	21.7	170,018	384
Orlando-Daytona Beach-Melbourne	1,025,614	46.8	17.2	86,581	359
West Palm Beach-Ft. Pierce	584,215	47.6	17.5	34,471	246
Jacksonville-Brunswick	503,735	48.1	17.3	41,744	344
Ft. Myers	315,234	51.6	19.7	31,876	370
Tallahassee-Thomasville	228,203	37.4	13.2	14,481	354
Panama City	114,266	35.1	11.7	2,057	118
Gainesville	99,501	48.8	16.8	9,827	442
Georgia	2,716,998	30.8	10.4	144,415	353
Atlanta	1,663,753	31.2	10.4	97,076	406
Savannah	265,916	33.1	11.4	16,725	409
Augusta	233,640	43.2	15.1	15,000	319
Macon	212,955	40.6	13.7	10,393	274
Columbus	198,678	1.9	0.6	0	0
Albany	142,056	27.3	9.1	5,221	295
South Carolina	1,511,399	29.9	10.3	75,878	323
Greenville-Spartanburg-Asheville-Anderson	725,376	29.8	10.6	40,871	401
Columbia	326,666	36.7	12.2	18,304	354
Charleston	234,546	45.9	15.5	16,703	351
Florence-Myrtle Beach	224,811	3.5	1.2	0	0
Four States Combined	10,295,150	40.6	14.7	\$768,314	\$352