

Report Summary

*** FINAL REPORT ***

TITLE: (Camp Jeep 2006) *TAKIN' TO THE TRAILS... OFF ROAD, ON THE ROCKS & THROUGH THE MUD*

Jeep's Post Analysis/Return on Investment (ROI) Based on Spot Buy Equivalent Value

Broadcast Television Based on \$425/spot: (385 Airings of <i>Takin'...</i> x 4 Jeep Commercials/Program = 1,544 commercial airings)	\$	654,500.00
Cable/LPTV Based on \$50/spot: (2,984 Airings of <i>Takin'...</i> x 4 Jeep Commercials/Program = 11,936 commercial airings)	\$	596,800.00
Alternative Distribution (Auto Shows & Internet) Based On \$16 CPM: (Unformatted versions provided so value based on conservative airline industry CPM) (2,834,343 + 4,122,043 = 6,956,386/1000 x \$16 CPM):	\$	111,302.00
Total ROI:	\$	<u>1,362,602.00</u>

Total Distribution Numbers (Multiple Airings):

# of Broadcast TV Households Reached:	165,512,624
Percentage of Broadcast TV Housholds Reached:	147.86
# of Cable/Low Power TV Households Reached:	183,267,610
Additional Cable Households reached via Resort Sports Network (RSN):	7,764,729
Auto Shows (<i>Direct Viewers</i>):	2,834,343
Internet (<i>Direct Viewers</i>):	4,122,043