

Update on Ad Placement

Contributed by Amy
Thursday, 10 April 2008

Clearly, the response to my proposal for a "Sell" Jericho paid advertising campaign was well received and I am officially saying lets get started!

The forum posts and e-mails have been great and we already collected more than \$300 in contributions to the fund.

Our ads are going to cost (quotes received, prices confirmed):

Variety - full page, black and white - \$6,780

Hollywood Reporter - full page, black and white - \$4,400

Variety is by far the more influential of the two and as such, like last time, I am prioritizing it. So our goals will be two stage. Goal one will be \$6,780 for Variety alone and goal two will be \$10,346.81 for both publications.

I have set a contribution deadline as midnight, Tuesday, April 15, 2008. At that point, we will proceed with whichever target we have reached. If in the unlikely event that we do not reach either goals, we will simply refund the PayPal contributions or, with the explicit permission of EACH contributor, but the money towards another project.

The donation link is up at the following site - www.film.ca/jericho

The next step is artwork, and we will work on that over the next few days.

As @ 5:50 today, we have \$833.19 of our goal (this amount includes a carry forward of \$526.69 from the 2007 campaign)

If you want more detail, go to the site above and read the post I made on CBS Forum last night
<http://jerichoboard.cbs.com/n/pfx/forum.aspx?tsn=1&nav=messages&webtag=CBSMBJericho&tid=26208>

To those who have contributed already - THANKS!! Your help in disseminating this information to all the other forums and newsletters in the Jerichoverse would be greatly appreciated!!

4 Sale One Amazing Television Show, Enquire Within...

AlasJericho (Jeff Knoll)

"Sell" Jericho Campaign Updates www.film.ca/jerichoDONATE TODAY: www.film.ca/jericho