



29395 Agoura Road, Suite 205
 Agoura Hills, California 91301
 PH 818.879.2200 FX 818.879.2215
 info@rjlauren.com www.rjlauren.com

MEDIA PROPOSAL #2 SUMMARY

Client: **Hattie's Super Sauce**

Product: Condiment

Ad Title and ISCI Code: TBD

Ad Title and ISCI Code: TBD

Date: TBD

Media Outlets: Television and Radio

Contact: Robert Haukoos

Contract Dates: TBD

	MARKET	NETWORK	QUARTER	SPOTS PER QTR	M	T	W	TH	F	SA	SU	TIMES	WEEKLY COST	NO. OF WEEKS	TOTAL	
1.	National	NBC	Launch	5	X	X	X	X	X			6:30P	\$ 260,000.00	1	\$ 260,000.00	
2.	National	NBC	Launch	6					X			Various	\$ 45,000.00	2	\$ 90,000.00	
3.	National	CBS	Launch	10	X	X	X	X	X			10-10:30A	\$ 77,500.00	2	\$ 155,000.00	
4.	National	ABC	Launch	5	X				X			2-3P	\$ 180,000.00	1	\$ 180,000.00	
4.	National	ABC	Launch	10	X	X	X	X	X			10A	\$ 60,000.00	2	\$ 120,000.00	
5.	National	Food Network	Launch	216	X	X	X	X	X	X	X	12N-8P	\$ 20,910.00	4	\$ 83,640.00	
6.	National	The Discovery Channel	Launch	80	X	X	X	X	X			11A-3P	\$ 30,385.00	4	\$ 121,540.00	
7.	National	Lifetime	Launch	6						X		10-11P	\$ 40,110.00	2	\$ 80,220.00	
8.	National	NBC	First	30	X	X	X	X	X			9A	\$ 35,000.00	6	\$ 210,000.00	
9.	National	Food Network	First	270	X	X	X	X	X	X	X	12N-8P	\$ 12,425.00	6	\$ 74,550.00	
10.	National	The Discovery Channel	First	72	X	X	X	X	X			11A-3P	\$ 18,624.00	6	\$ 111,744.00	
11.	National	Lifetime	First	30	X	X	X	X	X			9A-4P	\$ 18,800.00	6	\$ 112,800.00	
12.	National	NBC	Second	12					X			Various	\$ 45,000.00	4	\$ 180,000.00	
13.	National	ABC	Second	8					X			2-3P	\$ 72,000.00	4	\$ 288,000.00	
14.	National	Food Network	Second	315	X	X	X	X	X	X	X	12N-8P	\$ 10,400.00	9	\$ 93,600.00	
15.	National	The Discovery Channel	Second	90	X	X	X	X	X			11A-1P	\$ 16,875.00	9	\$ 151,875.00	
16.	National	Lifetime	Second	45	X	X	X	X	X			9A-4P	\$ 18,800.00	9	\$ 169,200.00	
17.	Regional	Various Radio	Second	378	X	X	X	X	X			Various	\$ 42,000.00	9	\$ 378,000.00	
18.	National	Food Network	Third	100						X	X	1-8P	\$ 4,900.00	10	\$ 49,000.00	
19.	National	The Discovery Channel	Third	100	X	X	X	X	X			11A-1P	\$ 14,700.00	10	\$ 147,000.00	
20.	National	Lifetime	Third	50	X	X	X	X	X			9A-4P	\$ 18,800.00	10	\$ 188,000.00	
21.	Regional	Various Radio	Third	700	X	X	X	X	X			Various	\$ 70,000.00	10	\$ 700,000.00	
22.	National	NBC	Fourth	10	X	X	X	X	X			6:30P	\$ 260,000.00	2	\$ 520,000.00	
23.	National	CBS	Fourth	8	X	X	X	X	X			10-10:30A	\$ 62,000.00	2	\$ 124,000.00	
24.	National	ABC	Fourth	6	X				X			2-3P	\$ 108,000.00	2	\$ 216,000.00	
25.	National	Food Network	Fourth	160						X	X	1-8P	\$ 14,700.00	8	\$ 117,600.00	
26.	National	The Discovery Channel	Fourth	64	X	X	X	X	X			11A-1P	\$ 16,832.00	8	\$ 134,656.00	
27.	National	Lifetime	Fourth	40	X	X	X	X	X			9A-4P	\$ 18,800.00	8	\$ 150,400.00	
TOTAL SPOTS:				2,826											TOTAL:	\$ 5,206,825.00

SPECIAL INSTRUCTIONS:

All rates and availability subject to change without notice.
 Rates are unnegotiated and for planning purposes only.
 All media must be paid in advance thirty (30) days before the scheduled airdate.



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MEDIA PROPOSAL #2 LAUNCH

Client: **Hattie's Super Sauce**
 Product: Condiment
 Ad Title and ISCI Code: TBD
 Ad Title and ISCI Code: TBD

Date: TBD
 Media Outlets: Television
 Contact: Robert Haukoos
 Contract Dates: TBD

	MARKET	NETWORK	SPOTS PER WK	M	T	W	TH	F	SA	SU	TIMES	PROGRAMMING	LENGTH	RATE	NO. OF WEEKS	TOTAL
1.	National	NBC	5	X	X	X	X	X			6:30P	Nightly News with Tom Brokaw	:30	\$52,000.00	1	\$ 260,000.00
2.	National	NBC	3					X			Various	Another World	:30	\$15,000.00	2	\$ 90,000.00
3.	National	CBS	5	X	X	X	X	X			10-10:30A	Price is Right	:30	\$15,500.00	2	\$ 155,000.00
4.	National	ABC	5	X				X			2-3P	General Hospital	:30	\$36,000.00	1	\$ 180,000.00
5.	National	ABC	5	X	X	X	X	X			10A	The View	:30	\$12,000.00	2	\$ 120,000.00
6.	National	Food Network	30	X	X	X	X	X			12N-4P	Various	:30	\$ 165.00	4	\$ 19,800.00
7.	National	Food Network	24						X	X	1-8P	Various	:30	\$ 665.00	4	\$ 63,840.00
8.	National	The Discovery Channel	5	X	X	X	X	X			11A-12N	Lynette Jennings HouseSmart	:30	\$ 1,206.00	4	\$ 24,120.00
9.	National	The Discovery Channel	5	X	X	X	X	X			12N-1P	Interior Motives	:30	\$ 1,823.00	4	\$ 36,460.00
10.	National	The Discovery Channel	5	X	X	X	X	X			1-2P	Home Matters	:30	\$ 1,421.00	4	\$ 28,420.00
11.	National	The Discovery Channel	5	X	X	X	X	X			2-3P	Lynette Jennings Design	:30	\$ 1,627.00	4	\$ 32,540.00
12.	National	Lifetime	3						X		10-11P	Intimate Portrait	:30	\$13,370.00	2	\$ 80,220.00
													TOTAL SPOTS: 338	TOTAL:	\$ 1,090,400.00	

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AGENCY
 RJ Lauren
 Signature/Date

ADVERTISER
 HATTIE'S ORIGINAL
 Signature/Date



MEDIA PROPOSAL #2 FIRST QUARTER

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Client: **Hattie's Super Sauce**
 Product: Condiment
 Ad Title and ISCI Code: TBD
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Date: TBD
 Media Outlets: Television
 Contact: Robert Haukoos
 Contract Dates:TBD

	MARKET	NETWORK	SPOTS PER WK	M	T	W	TH	F	SA	SU	TIMES	PROGRAMMING	LENGTH	RATE	NO. OF WEEKS	TOTAL
1.	National	NBC	5	X	X	X	X	X			9A	Leeza	:30	\$ 7,000.00	6	\$ 210,000.00
2.	National	Food Network	35	X	X	X	X	X			12N-4P	Various	:30	\$ 165.00	6	\$ 34,650.00
3.	National	Food Network	10						X	X	1-8P	Various	:30	\$ 665.00	6	\$ 39,900.00
4.	National	The Discovery Channel	4	X	X	X	X	X			11A-12N	Lynette Jennings HouseSmart	:30	\$ 1,206.00	6	\$ 28,944.00
5.	National	The Discovery Channel	4	X	X	X	X	X			12N-1P	Interior Motives	:30	\$ 1,823.00	6	\$ 43,752.00
6.	National	The Discovery Channel	4	X	X	X	X	X			2-3P	Lynette Jennings Design	:30	\$ 1,627.00	6	\$ 39,048.00
7.	National	Lifetime	5	X	X	X	X	X			9A-4P	Various	:30	\$ 3,760.00	6	\$ 112,800.00
															TOTAL SPOTS: 402	TOTAL: \$ 509,094.00

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MEDIA PROPOSAL #2 SECOND QUARTER

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Date: TBD
 Media Outlets: Television and Radio
 Contact: Robert Haukoos
 Contract Dates: TBD

Client: **Hattie's Super Sauce**
 Product: Condiment
 Ad Title and ISCI Code: TBD
 Ad Title and ISCI Code: TBD

	MARKET	NETWORK	SPOTS PER WK	M	T	W	TH	F	SA	SU	TIMES	PROGRAMMING	LENGTH	RATE	NO. OF WEEKS	TOTAL
1.	National	NBC	3					X			Various	Another World	:30	\$ 15,000.00	4	\$ 180,000.00
2.	National	ABC	2					X			2-3P	General Hospital	:30	\$ 36,000.00	4	\$ 288,000.00
3.	National	Food Network	25	X	X	X	X	X			12N-4P	Various	:30	\$ 180.00	9	\$ 40,500.00
4.	National	Food Network	10						X	X	1-8P	Various	:30	\$ 590.00	9	\$ 53,100.00
5.	National	Lifetime	5	X	X	X	X	X			9A-4P	Various	:30	\$ 3,760.00	9	\$ 169,200.00
6.	National	The Discovery Channel	5	X	X	X	X	X			11A-12N	Lynette Jennings Design	:30	\$ 1,310.00	9	\$ 58,950.00
7.	National	The Discovery Channel	5	X	X	X	X	X			12N-1P	Interior Motives	:30	\$ 2,065.00	9	\$ 92,925.00
8.	Regional	Various Radio	42	X	X	X	X	X			Various	Various	:30	\$ 1,000.00	9	\$ 378,000.00
															TOTAL SPOTS: 848	TOTAL: \$ 1,260,675.00

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MEDIA PROPOSAL #2 THIRD QUARTER

Client: **Hattie's Super Sauce**
 Product: Condiment
 Ad Title and ISCI Code: TBD
 Ad Title and ISCI Code: TBD

Date: TBD
 Media Outlets: Television and Radio
 Contact: Robert Haukoos
 Contract Dates: 3rd Qt

	MARKET	NETWORK	SPOTS PER WK	M	T	W	TH	F	SA	SU	TIMES	PROGRAMMING	LENGTH	RATE	NO. OF WEEKS	TOTAL
1.	National	The Discovery Channel	5	X	X	X	X	X			11A-12N	Lynette Jennings Design	:30	\$ 1,220.00	10	\$ 61,000.00
2.	National	The Discovery Channel	5	X	X	X	X	X			12N-1P	Interior Motives	:30	\$ 1,720.00	10	\$ 86,000.00
3.	National	Lifetime	5	X	X	X	X	X			9A-4P	Various	:30	\$ 3,760.00	10	\$ 188,000.00
4.	National	Food Network	10						X	X	1-8P	Various	:30	\$ 490.00	10	\$ 49,000.00
5.	Regional	Various Radio	70	X	X	X	X	X			Various	Various	:30	\$ 1,000.00	10	\$ 700,000.00
															TOTAL SPOTS: 950	TOTAL: \$ 1,084,000.00

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MEDIA PROPOSAL #2 FOURTH QUARTER

Client: **Hattie's Super Sauce**
 Product: Condiment
 Ad Title and ISCI Code: TBD
 Ad Title and ISCI Code: TBD

Date: TBD
 Media Outlets: Television
 Contact: Robert Haukoos
 Contract Dates: 4th Qt

	MARKET	NETWORK	SPOTS PER WK	M	T	W	TH	F	SA	SU	TIMES	PROGRAMMING	LENGTH	RATE	NO. OF WEEKS	TOTAL
1.	National	NBC	5	X	X	X	X	X			6:30P	Nightly News with Tom Brokaw	:30	\$ 52,000.00	2	\$ 520,000.00
2.	National	CBS	4	X	X	X	X	X			10-10:30A	Price is Right	:30	\$ 15,500.00	2	\$ 124,000.00
3.	National	ABC	3	X				X			2-3P	General Hospital	:30	\$ 36,000.00	2	\$ 216,000.00
4.	National	Lifetime	5	X	X	X	X	X			9A-4P	Various	:30	\$ 3,760.00	8	\$ 150,400.00
5.	National	Food Network	20						X	X	1-8P	Various	:30	\$ 735.00	8	\$ 117,600.00
6.	National	The Discovery Channel	4	X	X	X	X	X			11A-12N	Lynette Jennings HouseSmart	:30	\$ 1,696.00	8	\$ 54,272.00
7.	National	The Discovery Channel	4	X	X	X	X	X			12N-1P	Interior Motives	:30	\$ 2,512.00	8	\$ 80,384.00
															TOTAL SPOTS: 288	TOTAL: \$ 1,262,656.00

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 RJ Lauren _____
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