

**Competition:**

- Wendy's
- Taco Bell
- Popeye's
- Jack in the Box
- Doghouse Grill
- WingStop
- Blaze Pizza

Audience:

- Students (All ages)
- Families

Media:

- Online Media (Yelp, Urban Spoon, etc.)
- Social Media
- Television
- Radio

Budget:

- N/A

Idea:

- Draw in Generation Y
- Get more noticed by the Fresno State Campus (social media placement)

Target:

- Fresno State Students/faculty
- Surrounding businesses in Fresno Area



Spring 2017



“Food with Integrity” Package



5- Quarter page insertions BW

\$9.00 Bulk Rate

5x180= \$900

12 Posts-\$75

Discount %5= \$855.00

Plus 1 week Skyscraper as an added value

Total: \$930.00

“I Love Chipotle” Package



6- Fifth page insertions in full color

9.00 Bulk Rate

6x135=810

75x6= 450

450+810= \$1260.00

Discount %5= \$1197.00

8 Posts- \$50.00

Plus 1 week Skyscraper as an added value

Total: \$1247.00

“Student Discount” Package



8- Quarter page insertions in full color

9.00 Bulk Rate

8x180=1440

8x75=600

600+1440=\$2,040.00

Discount %5= \$1938.00

12 Posts-75.00

Plus 1 week rectangle as an added value

Total: \$2,013.00

