



Primal Quest Montana 2008: Media Report

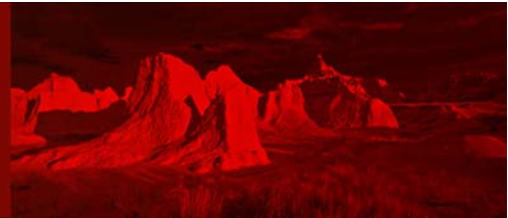
Media	Date of Publication	Size	Measure	Ad Rate	Ad. Equivalency	Circulation
DOMESTIC COVERAGE						
<u>NEWSPAPER</u>						
Pacific Daily News	26-Jul-08	28	Inches	\$12.00	\$336.00	20,100
Wall Street Journal	25-Jul-08	189	Inches	\$1,639.52	\$309,869.28	2,100,000
Sacramento Bee	19-Jul-08	14	Inches	\$350.00	\$4,900.00	279,000
Muskegon Chronicle	19-Jul-08	42	Inches	\$48.00	\$2,016.00	50,000
Milwaukee Journal Sentinel	18-Jul-08	18	Inches	\$337.00	\$6,066.00	230,200
Battle Creek Enquirer	13-Jul-08	16	Inches	\$49.00	\$784.00	33,400
Richmond Times Dispatch	13-Jul-08	18	Inches	\$249.00	\$4,482.00	214,000
Charlotte Observer	13-Jul-08	14	Inches	\$336.00	\$4,704.00	215,300
Star-Telegram	12-Jul-08	12	Inches	\$371.22	\$4,454.64	231,900
Press Banner	11-Jul-08	15	Inches	\$13.00	\$195.00	20,000
Westport News	11-Jul-08	12	Inches	\$17.00	\$204.00	11,500
Billings Gazette (Two Articles)	10-Jul-08	26	Inches	\$32.57	\$846.82	102,000
Summit Daily News	6-Jul-08	32	Inches	\$18.30	\$585.60	12,000
Billings Gazette	3-Jul-08	18	Inches	\$32.57	\$586.26	102,000
Billings Gazette	2-Jul-08	8	Inches	\$32.57	\$260.56	102,000
Vail Daily News	1-Jul-08	6	Inches	\$21.96	\$131.76	15,000
Milwaukee Journal Sentinel	1-Jul-08	18	Inches	\$337.00	\$6,066.00	230,200
Bozeman Chronicle	1-Jul-08	12	Inches	\$18.00	\$216.00	16,000
Denver Post	1-Jul-08	16	Inches	\$350.00	\$5,600.00	512,879
Billings Gazette	29-Jun-08	6	Inches	\$36.47	\$218.82	126,000
The Missoulian	28-Jun-08	6	Inches	\$48.00	\$288.00	32,000
Milwaukee Journal Sentinel	28-Jun-08	18	Inches	\$337.00	\$6,066.00	230,200
Billings Gazette	28-Jun-08	6	Inches	\$32.57	\$195.42	102,000
Bozeman Chronicle (Two Articles)	28-Jun-08	12	Inches	\$18.00	\$216.00	16,000
Billings Gazette	27-Jun-08	22	Inches	\$32.57	\$716.54	102,000
Milwaukee Journal Sentinel	27-Jun-08	18	Inches	\$337.00	\$6,066.00	230,200
Bozeman Chronicle	26-Jun-08	9	Inches	\$18.00	\$162.00	16,000
The Durango Herald	26-Jun-08	18	Inches	\$11.00	\$198.00	7,000





PRIMAL QUEST BADLANDS 2009 PRESENTED BY *spot*

A Don Mann Production - August 15-24, 2009



Media	Date of Publication	Size	Measure	Ad Rate	Ad. Equivalency	Circulation
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DOMESTIC COVERAGE

NEWSPAPER

Billings Gazette	26-Jun-08	12	Inches	\$32.57	\$390.84	102,000
The Herald News	25-Jun-08	12	Inches	\$28.00	\$336.00	20,600
Billings Gazette	25-Jun-08	12	Inches	\$32.57	\$390.84	102,000
Milwaukee Journal Sentinel	25-Jun-08	18	Inches	\$337.00	\$6,066.00	230,200
The Missoulian	25-Jun-08	8	Inches	\$48.00	\$ 384.00	32,000
Bozeman Chronicle	25-Jun-08	3.791	Inches	\$18.00	\$ 68.24	16,000
Westport News	24-Jun-08	12	Inches	\$17.00	\$ 204.00	11,500
Grand Haven Tribune	24-Jun-08	9	Inches	\$13.00	\$ 117.00	9,500
The Missoulian	24-Jun-08	12	Inches	\$48.00	\$ 576.00	32,000
Summit Daily News	24-Jun-08	16	Inches	\$18.30	\$ 292.80	12,000
Milwaukee Journal Sentinel (Two Articles)	24-Jun-08	18	Inches	\$337.00	\$6,066.00	230,200
Billings Gazette (Two Articles)	24-Jun-08	12	Inches	\$32.57	\$ 390.84	102,000
Bozeman Chronicle	24-Jun-08	14	Inches	\$18.00	\$ 252.00	16,000
Denver Post	24-Jun-08	18	Inches	\$350.00	\$6,300.00	512,800
Bozeman Chronicle (Three Articles)	23-Jun-08	28	Inches	\$18.00	\$ 504.00	16,000
Billings Gazette (Two Articles)	23-Jun-08	18	Inches	\$32.57	\$ 586.26	102,000
Bozeman Chronicle (Three Articles)	22-Jun-08	21	Inches	\$18.00	\$ 378.00	16,000
Whitehorse Daily Star	9-Jun-08	12	Inches	\$12.00	\$ 144.00	2,800
Calgary Herald	7-Jun-08	10	Inches	\$182.00	\$1,820.00	120,000
Billings Gazette	5-Jun-08	5.75	Inches	\$32.57	\$ 187.28	102,000
Petoskey News Review	3-Jun-08	8	Inches	\$30.00	\$ 240.00	10,000
Battle Creek Enquirer	27-May-08	14	Inches	\$49.00	\$ 686.00	25,100
Richmond Times Dispatch	16-May-08	12	Inches	\$220.00	\$2,640.00	184,000
Billings Gazette	6-May-08	21	Inches	\$32.57	\$ 683.97	102,000

Total: \$395,798.77 7,467,579

MAGAZINE

Trail Runner Magazine	TBD					
Adventure World Magazine	TBD					
Backpacker Magazine	8-Aug-08	0.5	Page(s)	\$65,500.00	\$32,750.00	340,000
Blue Ridge Outdoors	8-May-08	0.33	Page(s)	\$4,967.00	\$1,639.11	110,000
Men's Health	6-Jul-08	0.25	Page(s)	\$49,500.00	\$12,375.00	871,000
National Geographic Adventure	6-Jun-08	0.33	Page(s)	\$68,725.00	\$22,679.25	500,000
Business Week	Spring 07	0.5	Page(s)	\$73,500.00	\$36,750.00	150,000

Total: \$106,193.36 16,906,158



"The World's Most Challenging Human Endurance Competition"



TELEVISION

KTVM NBC (Bozeman)
 KBZK CBS (Bozeman)
 RUSH HD-TV

Daily Coverage of PQ Montana
 Daily Coverage of PQ Montana
 TBD

RADIO

KKDM Des Moines
 KKRD Wichita
 KRQQ Tucson
 WCPZ Sandusky/Cleveland

WDKF Dayton
 WKGS Rochester
 WKST Pittsburgh

WKXJ-FM Chattanooga
 WLAN Lancaster
 WWHT Syracuse
 WZKF Louisville

WEB

Too many personal blogs to list
 Active.com
 GuEnergy.com
 EndurancePlanet.com
 Racing With Giants Blog
 Arkansas Outdoors Blog
 OutdoorIndustry.org
 HammerHeadBikes.com
 HardCoreOutdoor.com
 Merrell/Zanfel Adventure Blog
 BittonBlog.blogspot.com
 OutdoorWeblog.com
 Hamptons.com
 Triathletemag.com
 Stellarmag.com

OutdoorType.com
 www.checkpointzero.com
 FaceLevel.com
 VisitMT.com
 www.theautochannel.com
 Sporttales.com
 www.macromedia.com
 Mahalo.com
 www.lycos.com
 www.Yahoo.com
 www.srichinmoyraces.us
 www.arenxreme.com
 Outdoorzy.com
 About.com
 TheWeatherChannel.com

www.nensa.net
 Zimbio.com
 www.fasterskier.com
 www.Insidetri.com
 gearjunkie.com
 MediaBistro.com
 MetaFilter.com
 www.sleepmonsters.com
 Adventure Racing Zone
 Outdoor News Wire
 www.hamptons.com
 www.eliteadventuretreem.com
 theadventureblog.blogspot.com
 areyoureadyforanadventure.com
 BrookefieldNow.com

**FOREIGN COVERAGE
 NEWSPAPER**

The Telegraph (U.K.)
 Evening Herald (Ireland)
 Sunday World (Ireland)

RADIO

Irish Public Radio Pre and Post race

WEB

blog.teamgearedup.com/
 www.endurancesport.co.nz (New Zealand)
 www.adventureraces.ru (Russia)
 www.estadao.com.br (Brazil)
 http://360graus.terra.com.br (Brazil)
 www.adrenalina.onet.pl (Poland)
 www.sportzhub.co.nz (New Zealand)
 www.sleepmonsters.com (England)
 www.adventuremag.com.br (Brazil)

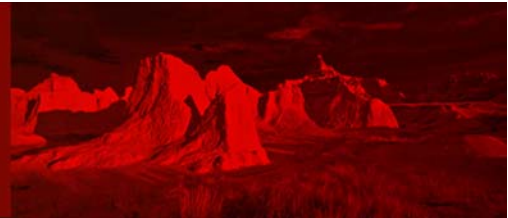




PRIMAL QUEST BADLANDS 2009

PRESENTED BY **spot**

A Don Mann Production - August 15-24, 2009



For additional information,
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Primal Quest Website:
www.ecoprimalquest.com

Primal Quest Badlands
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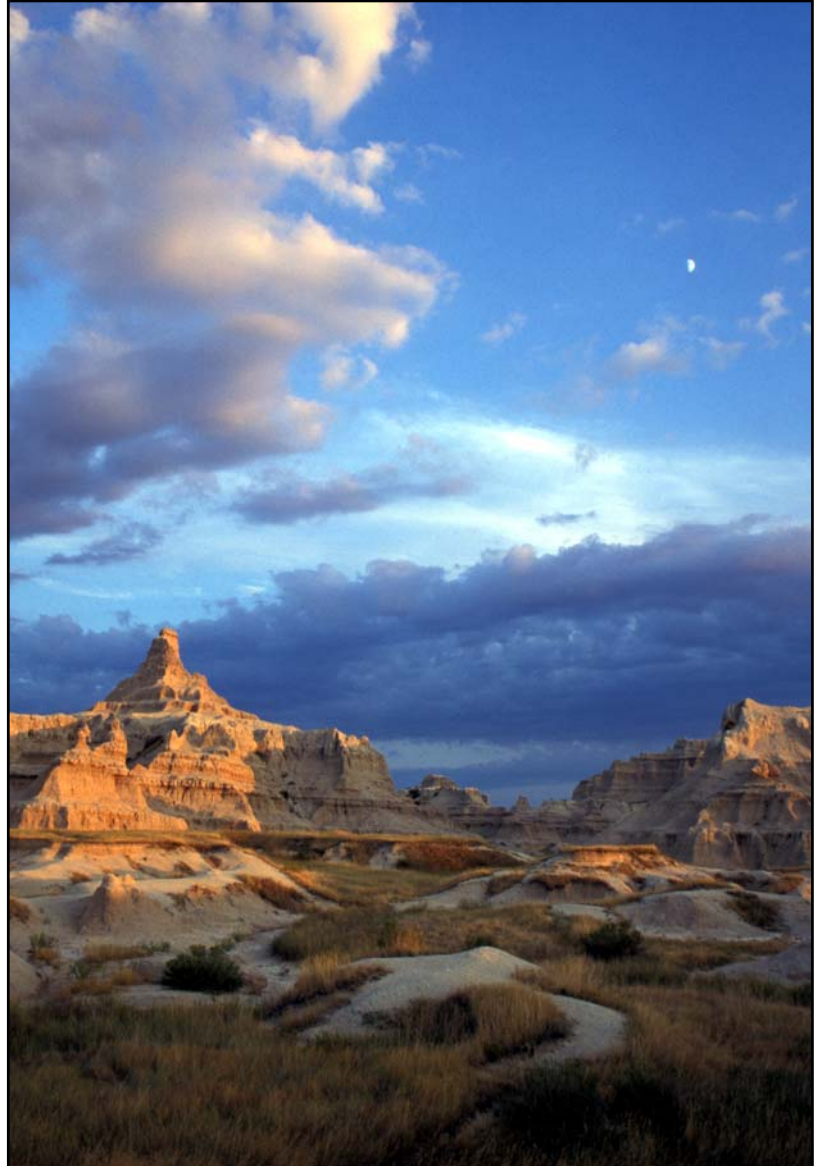


Photo courtesy TravelSD.com



"The World's Most Challenging Human Endurance Competition"