

Want to live longer?
LIVE TO BE 300 WITH THIS ONE PILL!

LOOK AT HAROLD! THE PILLS ARE THE REASON HE
IS HERE TODAY!

HEY! AN OFFER!
THIS ONE IN A LIFETIME OFFER OF 2 BOTTLES FOR
\$100.00!
THESE PILLS WORK BY GIVING YOU 100% OF YOUR
DAILY VALUE OF NUTRITIONS!

TAKE ONE A WEEK AND YOU'LL BE SET FOR LIFE!



It will be advertised on yahoo, Fox, and ESPN. FOX, yahoo, and ESPN estimate cost: \$844,000. To advertise on yahoo would be \$600,000 for a one-day homepage takeover to \$450,000. The audience we would be targeting would be people in there 50 and higher. That live in the U.S middle class.

Sources:

<http://smallbusiness.chron.com/much-television-advertising-really-cost-58718.html>

<http://digiday.com/publishers/what-online-ads-really-cost/>