



Thomas C. Lynch Delegation

March 22, 1968

PROPOSED ADVERTISING BUDGET

Primary Election - June 4, 1968

I. OUTDOOR - 30-SHEET POSTER SHOWINGS

Foster & Kleiser and/or Pacific Outdoor

Southern California Metroplex
#100 Showing - 6 Weeks @ 49,822 per mo.
508 Boards
 Los Angeles Metro Market
 San Bernardino-Riverside Market
 San Diego Metro Market
 Ventura-Oxnard Market

14
\$74,733.00
508 508
2393
2032
3613

Northern California Metroplex
#100 Showing - 6 Weeks @ 27,552 per mo.
294 Boards
 San Francisco-Oakland Metro Market
 San Jose Market
 Sacramento Metro Market

41,328.00

ADVAN Outdoor, Inc.

Fresno Metro Area
#100 Showing
41 Boards - 6 Weeks @ 2,962 per mo.

4,443.00

Bakersfield Metro Area
#100 Showing
34 Boards - 6 Weeks @ 2,472 per mo.

3,708.00

Other San Joaquin Valley Areas
#100 Showing
60 Boards - 6 Weeks @ 3,000 per mo.

4,500.00

Note: ADVAN may supply #25 Showing in
Bay area and San Jose to supplement
Foster & Kleiser #75 to total #100
Showing proposed above.

Ryan Outdoor

Coast Division

#100 Showing - 6 Weeks @ 3,430 per mo. 5,145.00
51 Boards

Santa Barbara to Salinas

Northern Division

#100 Showing - 6 Weeks @ 6,310 per mo. 9,465.00
94 Boards

Modesto, Stockton, Marysville
and all of State north of
Sacramento

Southern Division

#100 Showing 2,910.00
27 Boards

Palm Springs-Hemet Desert Area

Miscellaneous Outdoor Companies

Allocation for 30-Sheet posters in
miscellaneous smaller areas 3,500.00

Production of Posters

1,300 posters @ 11.00 15,000.00
(includes necessary overrun)

30-SHEET POSTER TOTAL: 1160 POSTERS

\$164,732.00

Note: Kennedy Outdoor 7-Sheets can be
available for Los Angeles area

#100 Coverage

500 Posters @ 50.00 = \$25,000

II. BUS CARDS

#100 Showing - King-Size Bus Cards

Los Angeles Metro Area	400	@	\$40.00	\$16,000.00
San Francisco Bay Area	220	@	42.00	9,240.00
Stockton	44	@	42.00	1,848.00
Sacramento	40	@	49.00	1,960.00
San Jose	20	@	49.00	980.00
San Bernardino	15	@	49.00	735.00
Fresno	20	@	49.00	980.00
Bakersfield	5	@	49.00	245.00
San Diego - Will Not Accept Political				

31,988.00

Production of Paper

3,000.00

36,503.00

Note: Space is available in Los Angeles and San Francisco as of March 21. Other areas to be confirmed.

III. OUTDOOR - PAINTED BULLETINS

Painted Bulletins--Major Markets

Allocation for Painted Bulletins

Los Angeles and San Francisco Areas

20,000.00

IV. TELEVISION

Production of 60-Second and 20-Second Spots \$25,000.00

Allocation for 4-Week Campaign

Los Angeles	80,000.00
San Francisco	60,000.00
San Diego	30,000.00
San Joaquin Valley, Bakersfield, Fresno and Sacramento	60,000.00
Miscellaneous Other Areas	<u>40,000.00</u>

295,000.00

V. RADIO

Allocation for 4-Week Campaign

60-Second Spots in the following markets:

Los Angeles-Orange	\$50,000.00	
San Francisco Bay Area	40,000.00	
San Diego	20,000.00	
Sacramento	10,000.00	
Fresno	10,000.00	
Bakersfield	8,000.00	
San Jose	8,000.00	
Modesto-Stockton	8,000.00	
Chico-Redding	6,000.00	
Santa Barbara-Ventura	6,000.00	
San Luis Obispo-Monterey	6,000.00	
San Bernardino-Riverside	<u>6,000.00</u>	
	178,000.00	
Production of Radio Spots	<u>3,000.00</u>	181,000.00

VI. NEWSPAPERS

<u>Newspaper</u>	<u>Circulation</u>	<u>Political Line Rate</u>
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A Schedule

1. Bakersfield Californian	46,144	.24
2. Fresno Bee	116,418	.51
3. Long Beach Independent and Press Telegram	130,487	.79
4. Los Angeles Herald-Examiner	731,473	2.11
5. Los Angeles Times	856,621	2.45
6. Modesto Bee	44,475	.275
7. Oakland Tribune	218,393	.77
8. Riverside Press-Enterprise	72,575	.37
9. Sacramento Bee	177,100	.62
10. San Bernardino Sun and Telegram	74,314	.35
11. San Diego Union-Tribune	249,536	1.05
12. San Francisco Chronicle and Examiner	713,630	2.25
13. San Jose Mercury & News	195,025	.69

\$ 12.475

3 Pages (7200 lines) @ \$12.475 per line

89,820.00

B Schedule

1. Alameda Times Star	8,984	.21
2. Alhambra Post-Advocate	13,936	.14
3. Antioch Ledger	8,085	.12
4. Berkeley Gazette	13,539	.18
5. Brawley News	3,503	.10
6. Burbank Review	11,492	.115
7. Camarillo News	5,304	.16
8. Chico Enterprise-Record	17,228	.16
9. Concord Transcript	7,989	.12
10. Corona Independent	5,386	.14
11. Culver City Star News	7,180	.12
12. Davis Enterprise	4,541	.11
13. Downey News & Champion	7,860	.18
14. El Cajon Californian	7,883	.14
15. El Centro-Imperial Valley News	8,321	.15
16. Escondido Times-Advocate	14,842	.15
17. Eureka Times-Standard	30,702	.18
18. Fairfield Republic	8,876	.11
19. Fontana News Herald	4,984	.13
20. Fremont News Register	11,023	.21

21. Fullerton News Tribune	23,915	.20
22. Glendale News-Press	24,735	.20
23. Nevada City Union	6,123	.11
24. Hanford Sentinel	8,088	.13
25. Hayward Review	37,019	.23
26. Huntington Park Signal	24,125	.27
27. Indio News	5,693	.11
28. Inglewood News	12,681	.15
29. Lancaster-Antelope Valley Gazette	8,468	.11
30. Livermore Herald-News	7,099	.16
31. Lodi News-Sentinel	9,489	.12
32. Lompoc Record	7,832	.12
33. Los Angeles Citizen-News	28,880	.41
34. Madera Tribune	5,009	.10
35. Merced Sun-Star	14,954	.16
36. Marysville Appeal-Democrat	16,003	.15
37. Monrovia News-Post	9,184	.13
38. Monterey Peninsula Herald	28,150	.20
39. Napa Register	16,310	.16
40. Orange Coast Pilot	33,767	.28
41. Oceanside Blade-Tribune	9,709	.20
42. Ontario Report	26,847	.20
43. Oroville Mercury	8,046	.11
44. Oxnard Press-Courier	20,053	.16
45. Palm Springs Desert Sun	9,266	.15
46. Palo Alto Times	43,677	.29
47. Pasadena Independent & Star News	62,662	.45
48. Pittsburgh Post-Dispatch	6,478	.11
49. Pomona Progress Bulletin	40,063	.26
50. Porterville Recorder	7,495	.10
51. Red Bluff News	6,059	.10
52. Redding Record-Search Light	21,245	.17
53. Redwood City Tribune	20,733	.19
54. Richmond Independent	36,968	.28
55. Sacramento Union	74,614	.37
56. Salinas Californian	20,381	.18
57. San Fernando Valley Times	38,736	.41
58. San Gabriel Valley Tribune	74,085	.35
59. San Leandro News	9,410	.15
60. San Luis Obispo Telegram- Tribune	16,359	.15
61. San Mateo Times	15,599	.15
62. San Rafael Independent- Journal	40,509	.28
63. Santa Ana Register and Anaheim Bulletin	141,828	.74
64. Santa Barbara News-Press	37,612	.26
65. Santa Cruz Sentinel	17,812	.15
66. Santa Maria Times	15,234	.16
67. Santa Monica Outlook	32,808	.25
68. Santa Paula Chronicle	5,111	.08
69. Santa Rosa Press Democrat	44,605	.30
70. Stockton Record	66,297	.33

71. Thousand Oaks News-Chronicle	6,772	.13
72. South Bay Daily Breeze	44,836	.27
73. Tulare Advance Register & Times	6,118	.115
74. Vallejo News Gazette	29,672	.40
75. Ventura Star-Free Press	29,362	.21
76. Visalia Times-Delta	13,543	.15
77. Watsonville Register	9,255	.12
78. Whittier News	19,478	.16
79. Woodland Democrat	7,937	.12

\$ 15.18

2 Pages (4800 lines) @ 15.18 per line 72,864.00

C Schedule

Weekly Newspapers	
Labor Newspapers	
Minority Newspapers	35,000.00

Newspaper Production	<u>5,000.00</u>	202,787.00
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VII. COLLATERAL MATERIALS

Literature	60,000.00	
Bumper Strips (100M)	6,000.00	
Campaign Buttons	<u>6,000.00</u>	72,000.00

100,000 / 60,000.00

VIII. DIRECT MAIL

Direct mail is a most vital part of the campaign, but is not included in the advertising budget. We understand it will be provided for from other campaign funds.

RECAP

I.	<u>OUTDOOR - 30-SHEET POSTERS</u>	\$164,732.00
	Including Production	
II.	<u>OUTDOOR - BUS CARDS</u>	36,503.00
	Including Production	
III.	<u>OUTDOOR - PAINTED BULLETINS</u>	<u>20,000.00</u>
	TOTAL OUTDOOR	\$221,235
IV.	<u>TELEVISION</u>	295,000
V.	<u>RADIO</u>	181,000
VI.	<u>NEWSPAPER</u>	202,787
VII.	<u>COLLATERAL MATERIALS</u>	<u>72,000</u>
	<u>TOTAL</u>	\$972.022

THOMAS C. LYNCH DELEGATION

California - Population Division

<u>Metropolitan Area</u>	<u>Population</u>	<u>% of State</u>
1. Los Angeles-Orange	8,277,000	42.9
2. San Francisco-Oakland	3,828,500	19.8
3. San Diego	1,267,300	6.6
SUB-TOTAL	(13,372,800)	(69.3)
4. San Bernardino-Riverside Ontario	1,077,600	5.6
5. San Jose	918,700	4.8
6. Sacramento	796,300	4.1
7. Fresno	419,800	2.2
8. Bakersfield	336,500	1.7
SUB TOTAL	(16,921,700)	(87.7)
9. Monterey & Santa Cruz County	344,900	1.8
10. Ventura (County)	323,700	1.7
11. Stockton	282,700	1.5
12. Santa Barbara (County)	251,300	1.3
13. Tulare (County)	190,600	1.0
14. Modesto (Stanislaus County)	178,600	.9
15. Sonoma County (Santa Rosa & Petaluma)	180,400	.9
16. Eureka & Humboldt County	112,100	.6
17. Merced (County)	108,200	.6
18. San Luis Obispo (County)	<u>103,100</u>	<u>.5</u>
	18,997,300	98.4
TOTAL STATE POPULATION	19,315,500	100.0