



PROFESSIONAL STUDENT

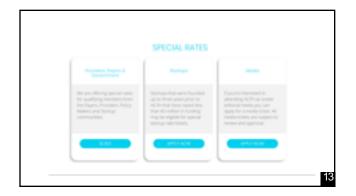
\$400 EARLY BIRD \$200

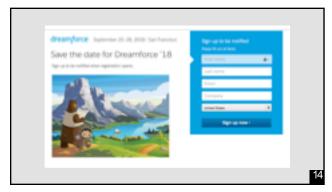
\$500 REGULAR \$250

\$600 AT THE DOOR \$300

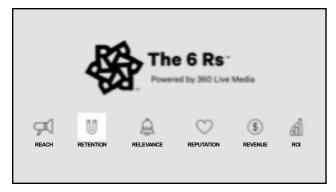






















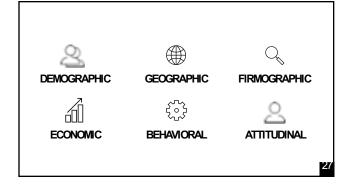












68%

LIST 40%
OFFER 40%
CREATIVE 20%

\$350 CPM \$35,000 1% response rate = \$700,000



















