

INTERMEDIATE MARKETING BUDGET

180809

PAID ADVERTISEMENT		11,800.00
Social Media (COG)	600.00	600.00
Web Ads Gainesville Sun (40k impressions)	4,000.00	4,000.00
Gainesville Sun/Guardian (Thurs-Sun Color 2x)	1,405.62	2,810.00
Bus Ad (6 buses/1 months)	1,890.00	1,890.00
TV Commercials (20, CBS4, GTN, NBC9) 2 weeks	2,500.00	2,500.00
DIRECT MAIL		5,500.00
GRU Inserts (1x)	4,000.00	4,000.00
Mini Mint Circular (1x 75k homes)	1,500.00	1,500.00
RADIO SPOTS (4 weeks/drive time/15 sec spots)	\$700 per	3,500.00
WUFT (News)		
WMBT 90.1 (Hip Hop)		
WJIS 88.1 (Joy)		
WKTK 98.5 (Adult Contemporary)		
WPZM-LP 107.5 (Praize)		
COLLATERAL (\$1)	5,013.00	5,013.00
Bags	5,013.00	
Target Neighborhoods (1,500)		
Grocery Stores - Target Zip Code (1,500)		
Bread of the Mighty (1,500)		
PRINT MATERIALS (FSC Certified)	1,000.00	2,600.00
Rack Cards/Inserts (5k/per bag)	600.00	
Posters	400.00	
TOTAL		28,413.00