

MINIMAL MARKETING BUDGET

180809

<b>PAID ADVERTISEMENT</b>		4,505.62
Social Media (COG)	600.00	600.00
Gainesville Sun/Guardian (Thurs-Sun Color 1x)	1,405.62	1,405.62
TV Commercials (20, CBS4, GTN, NBC9) 2 weeks	2,500.00	2,500.00
<b>DIRECT MAIL</b>		4,000.00
GRU Inserts (1x)	4,000.00	4,000.00
<b>RADIO SPOTS (4 weeks/drive time/15 sec spots)</b>	\$700 per	2,100.00
WUFT (News)		
WMBT- 90.1 (Hip Hop)		
WJIS 88.1 (Joy)		
<b>COLLATERAL</b>	3,500.00	3,500.00
Bags		
Target Neighborhoods		
Bread of the Mighty (1,500)		
<b>PRINT MATERIALS (FSC Certified)</b>	800.00	800.00
Rack Cards/Inserts	800.00	
<b>TOTAL</b>		14,905.62