

PAID ADVERTISEMENT		22,778.10
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 5x)	1,405.62	7,028.10
Bus Ad (6 buses/ 4 months)	7,200.00	7,200.00
Fun For Gator Kids (2 weeks)	350.00	350.00
Airport Screens	800.00	800.00
Our Town	300.00	300.00
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	7,000.00
Classic 89.1 FM		
WUFT		
WDVH		
WSKY (97.3 FM)		
WIND FM		
WJLF-FM 91.7		
WJIS 88.1 (Joy)		
WKTK 98.5		
WMBT- 90.1		
WPZM-LP 107.5 (praise)		
COLLATERAL (\$1 per)	6,513.00	6,513.00
Bags	5,013.00	
Target Neighborhoods (1,500)		
Grocery Stores - Target Zip Code (1,500)		
Bread of the Mighty (1,500)		
Decals (ZeroWaste Partner 1,300 (GNV)	1,500.00	
PRINT MATERIALS (FSC Certified)	2,600.00	2,600.00
Print distribution	300.00	
Rack Cards/Inserts (5k/per bag)	600.00	
Posters	400.00	
Flyers	1,300.00	
TOTAL		44,391.10