

2018 MARKETING BUDGET

Proposed Expenses 2018	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Budget
ADVERTISING					
Print, Electronic Advertising Buys	\$20,000.00	\$15,000.00			\$35,000.00
MARCOM					
Public Relations / Social Media Ad Campaign (inc. Email Mkting)	\$10,000.00	\$10,000.00	\$5,000.00	\$3,000.00	\$28,000.00
GRAPHIC					
Design Services	\$1,000.00	\$1,000.00	\$1,000.00		\$3,000.00
Photography/Videography		\$1,500.00	\$3,000.00		\$4,500.00
Printing (Check Presenters, Postcards & Mailing)	\$5,000.00	\$2,500.00			\$7,500.00
Website/Online	\$2,000.00				\$2,000.00
ADMIN					
Marketing / Communications Staff Support	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$20,000.00
TOTALS	\$43,000.00	\$35,000.00	\$14,000.00	\$8,000.00	\$100,000.00