

BUDGET ALLOCATION	
Budget: \$5.5 million	
Marketing Tools	Price
Internet	\$1,025,000
Billboard	\$909,375
Airport (Interactive)	\$684,000
Subway (2-sheet & Interactive)	\$68,400
Bus Stop (Shelter)	\$810,000
Taxi (Toppers)	\$680,000
Print Publications	\$278,770
Events	\$46,864
Sweepstakes	\$6,500
TOTAL MEDIA	\$4,508,909
OTHER	Price
Creative & Production	\$550,000
Campaign Evaluation	\$440,000
CAMPAIGN TOTAL	\$5,498,909

NOTE: Equation For any media priced per 4-week period = [QUANTITYx (PERIODx RATE)]

INTERNET (Priced by CPM)					
	Branded Skin	:30s Video	:30s Audio	Banner (Mobile)	TOTAL
Hulu	\$153,750	\$358,750			\$ 512,500.00
Pandora	256,250		\$128,125	\$128,125	\$ 512,500.00
TOTAL					\$ 1,025,000.00

BILLBOARD (Priced per 4-week period)					
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BILLBOARD (Priced per 4 week period)					
	8 Sheet Poster	30 Sheet Poster	Bulletin	Digital	TOTAL
NYC			[5x(3x22500)] = \$337,500		\$ 337,500.00
OTHER CITIES (5)	[10x (3x562.5)] = \$16,875	[5x (3x1500)] = \$22,500		[2x(2x18750)] = \$75,000	\$ 571,875.00
TOTAL (65 Billboards)					\$ 909,375.00

AIRPORT (Priced per 4 week period)		
	Interactive Displays (2 at each major airport)	TOTAL
NYC	[6x (6x7125)] = \$256,000	\$ 256,000.00
DC	[2x (6x 7125)] = \$85,000	\$ 85,000.00
Philadelphia	[4x (6x 7125)] = \$171,000	\$ 171,000.00
Boston	[4x (6x 7125)] = \$171,000	\$ 171,000.00
TOTAL (16 IDs)		\$ 684,000.00

SUBWAY (Priced per 4 week period)			
	2 Sheet	Interactive Display	TOTAL
NYC	[8x (3x 712.50)] = \$17,100	[8x (3x 712.50)] = \$17,100	\$ 34,200.00
DC	[4x (3x 712.50)] = \$8,550	[4x (3x 712.50)] = \$8,550	\$ 17,100.00
Boston	[4x (3x 712.50)] = \$8,550	[4x (3x 712.50)] = \$8,550	\$ 17,100.00
TOTAL (16 2 sheets, 16IDs)			\$ 68,400.00

BUS STOP (Priced per 4 week period)		
	Shelter	TOTAL
NYC	[25x (3x 3375)] = \$253,125	\$ 253,125.00
Philadelphia	[15x (3x 3375)] = \$151,875	\$ 151,875.00
OTHER CITIES (4)	[10x (3x 3375)] = \$101,250	\$ 405,000.00

TOTAL (50 Shelters)	\$ 810,000.00
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TAXI (Priced per 4 week period)		
	Toppers	TOTAL
NYC	[391x (3x 400)] = \$470,000	\$ 468,800.00
Philadelphia	[72x (3x 400)] = \$86,400	\$ 86,400.00
DC	[29x (3x 400)] = \$34,800	\$ 34,800.00
Boston	[30x (3x 400)] = \$36,000	\$ 36,000.00
Baltimore	[30x (3x 400)] = \$36,000	\$ 36,000.00
Pittsburgh	[15x (3x 400)] = \$18,000	\$ 18,000.00
TOTAL (567 Toppers)		\$ 680,000.00

PRINT (Priced per issue)		
	Full Page (4c)	TOTAL
New York Mag	(8x9140) = \$73,120	\$ 73,120.00
Washington Life	(6x6855) = \$41,130	\$ 41,130.00
Philadelphia Mag	(6x6855) = \$41,130	\$ 41,130.00
Boston Mag	(6x6855) = \$41,130	\$ 41,130.00
Baltimore Mag	(6x6855) = \$41,130	\$ 41,130.00
Pittsburgh Mag	(6x6855) = \$41,130	\$ 41,130.00
TOTAL (568 Toppers)		\$ 278,770.00

EVENTS			
	Take A Break From Coffee Event	In-Store Event	TOTAL
NYC	(2500 can event = \$2450)x5 = \$12,250	(SUPPLIES=\$1063)x3 = \$3,189	\$ 15,439.00
Philadelphia	(1500 can event = \$1470)x4 = \$5,880	(SUPPLIES=\$1063)x3 = \$3,189	\$ 9,069.00

DC	(1000 can event = \$800)x3 = \$2,400	(SUPPLIES=\$1063)x3 = \$3,189	\$ 5,589.00
Boston	(1000 can event = \$800)x3 = \$2,400	(SUPPLIES=\$1063)x3 = \$3,189	\$ 5,589.00
Baltimore	(1000 can event = \$800)x3 = \$2,400	(SUPPLIES=\$1063)x3 = \$3,189	\$ 5,589.00
Pittsburgh	(1000 can event = \$800)x3 = \$2,400	(SUPPLIES=\$1063)x3 = \$3,189	\$ 5,589.00
TOTAL (21 TABFCE, 18 ISE)			\$ 46,864.00

VIDEO SUBMISSION SWEEPSTAKES			
	Monthly Prize Winner	Grand Prize Winner	TOTAL
June	Prize = \$500		\$ 500.00
July	Prize = \$500		\$ 500.00
August	Prize = \$500		\$ 500.00
September		Grand Prize = \$5000	\$ 5,000.00
TOTAL (3PW, 1GPW)			\$ 6,500.00