

# Communications/Education Plan Budget

				2015					2016																																								
MARKETING				Nov 2015					Dec 2015					Jan 2016					Feb 2016				Mar 2016				Apr 2016					May 2016					June 2016				Total								
	Medium	Ad Unit	Mon	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	Cost										
Metro Briefs	Nwspr	2C X 10" BW	1X/Wk				6				7				8					9					10					11					12				13			include in FY16 budget							
Metro Briefs	Radio	:15s	varies																																					include in FY16 budget									
General Metro	Outdoor	Bulletins	30						30 14'x48' Rotating Bulletins per 4 wks-LA County surface streets/Freeways (24 Wks Total)																																		\$	615,000					
General Metro	Outdoor	Posters	100						100 10' x 20' Posters rotating per 8 wks General LA county coverage (24 Wks Total)																																				\$	300,000			
General Metro	Outdoor	Bus Shelters	115						115 Transit Shelters rotating per 8 wks General LA county coverage (24Wks Total)																																				\$	345,000			
General Metro	Nwspr	1/2 Page 4C	1X/wk						1X*		1X*				1X*					1X*																						\$	440,000						
									*1X per weekday in Major Dailies (Eng/Span/Ethnic) plus select major community weeklies (TBD)																																								
General Metro	Online	Display	Varies						High Impact units (interstitials) + Standard Display + Social Media																																						\$	300,000	
General Metro	Radio*	:30 sec Spots	150/wk												300X					300X																							\$	500,000					
									*Target LA County Adults 18-64. Schedule and Stations TBD																																								
General Metro	TV	:30 sec Spots	TBD						Special Events/ Opportunity Packages and/or Cable TV TBD																																							\$	-
<b>COMMUNITY RELATIONS</b>									County-wide Community Meetings; Telephone Town Halls																																						\$	200,000	
<b>PUBLIC RELATIONS</b>									Special and Promotional Events																																						\$	50,000	
																												<b>General Metro Total:</b>				<b>\$ 2,750,000</b>																	

