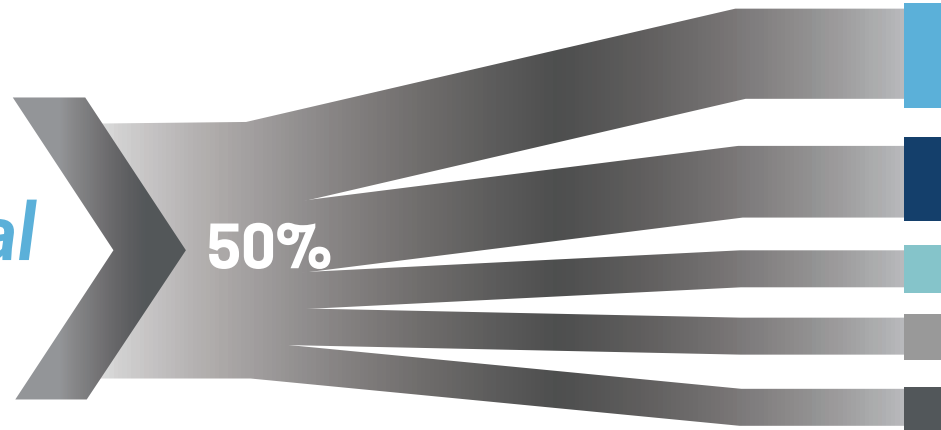


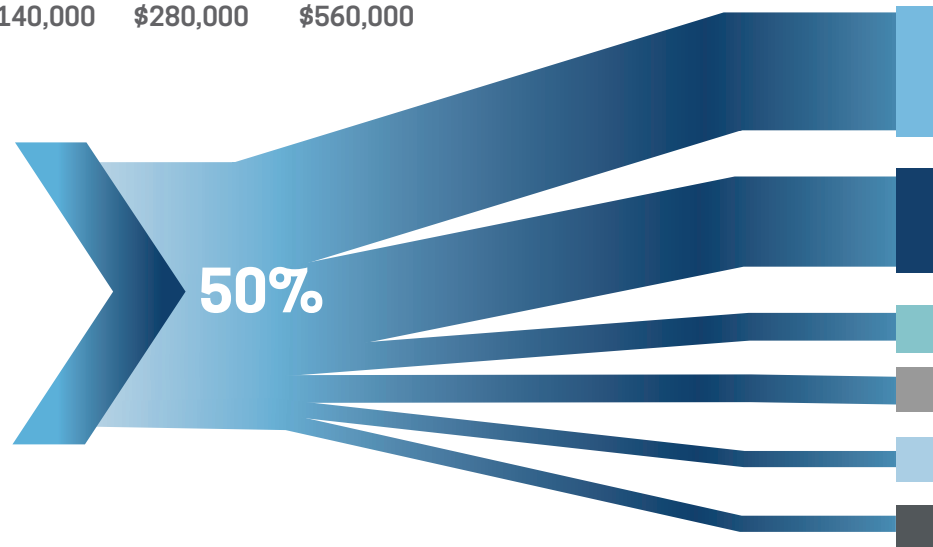
Traditional CHANNELS



50%	TRADITIONAL CHANNEL ALLOCATION	\$70,000	\$140,000	\$280,000
35%	SALES PRINT COLLATERAL	\$24,500	\$49,000	\$98,000
20%	EVENT MATERIALS & SPONSORSHIP	\$14,000	\$28,000	\$56,000
15%	PUBLICATION ADVERTISING	\$10,500	\$21,000	\$42,000
15%	TV, RADIO, AND BILLBOARDS (OOH)	\$10,500	\$21,000	\$42,000
15%	PUBLIC RELATIONS (PR)	\$10,500	\$21,000	\$42,000

OPERATING REVENUE:	\$2M	\$4M	\$8M
7% ANNUAL BUDGETS:	\$140,000	\$280,000	\$560,000

Digital CHANNELS



50%	DIGITAL CHANNEL ALLOCATION	\$70,000	\$140,000	\$280,000
40%	STRATEGY AND CONTENT CREATION	\$28,000	\$56,000	\$112,000
35%	DIGITAL AD SPEND	\$24,500	\$49,000	\$98,000
7%	WEBSITE MAINTENANCE	\$4,900	\$9,800	\$19,600
7%	SOCIAL MEDIA CAMPAIGNS/MGMT	\$4,900	\$9,800	\$19,600
5%	EMAIL MARKETING CAMPAIGNS	\$3,500	\$7,000	\$14,000
5%	OTHER INITIATIVES (CRM & ANALYTICS)	\$3,500	\$7,000	\$14,000