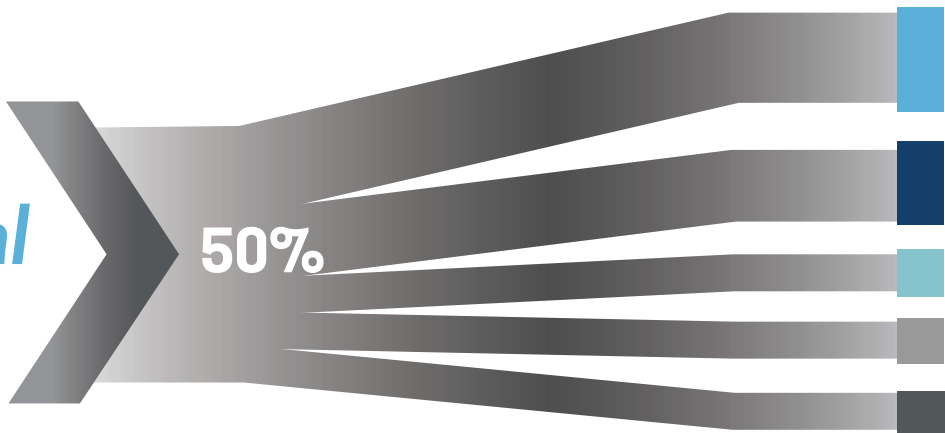
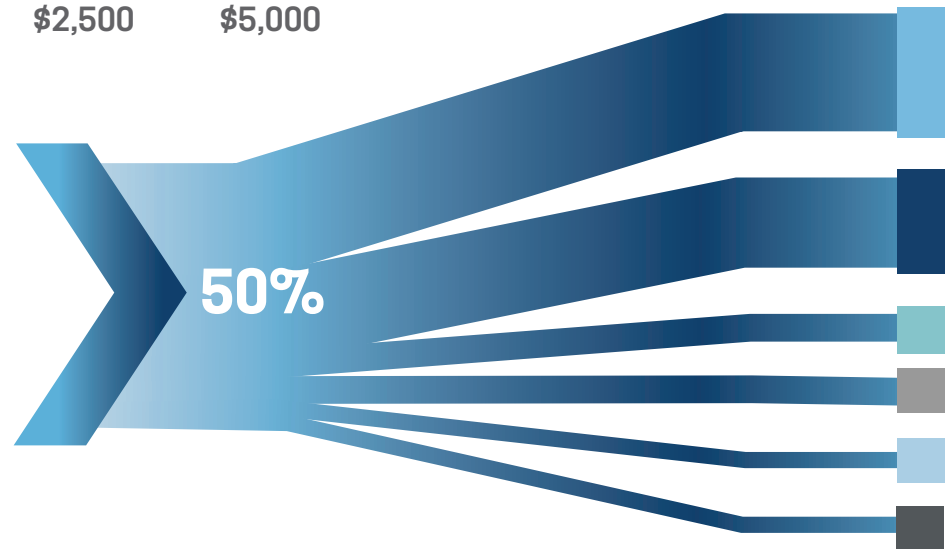


Traditional
CHANNELS



ANNUAL COSTS: \$30K \$60K
MONTHLY BUDGETS: \$2,500 \$5,000

Digital
CHANNELS



50% TRADITIONAL CHANNEL ALLOCATION \$1,250M / \$15,000Y \$2,500M / \$30,000Y

35%	SALES PRINT COLLATERAL	\$437 / \$5,244	\$875 / \$10,500
20%	EVENT MATERIALS & SPONSORSHIP	\$250 / \$3,000	\$500 / \$6,000
15%	PUBLICATION ADVERTISING	\$187 / \$2,244	\$375 / \$4,500
15%	TV, RADIO, AND BILLBOARDS (OOH)	\$187 / \$2,244	\$375 / \$4,500
15%	PUBLIC RELATIONS (PR)	\$187 / \$2,244	\$375 / \$4,500

50% DIGITAL CHANNEL ALLOCATION \$1,250M / \$15,000Y \$2,500M / \$30,000Y

40%	STRATEGY AND CONTENT CREATION	\$500 / \$6,000	\$1,000 / \$12,000
35%	DIGITAL AD SPEND	\$437 / \$5,244	\$875 / \$10,500
7%	WEBSITE MAINTENANCE	\$87 / \$1,044	\$175 / \$2,100
7%	SOCIAL MEDIA CAMPAIGNS/MGMT	\$87 / \$1,044	\$175 / \$2,100
5%	EMAIL MARKETING CAMPAIGNS	\$62 / \$744	\$125 / \$1,500
5%	OTHER INITIATIVES (CRM & ANALYTICS)	\$62 / \$744	\$125 / \$1,500