



MARKETING PROPOSAL:

Paid Print Advertising - \$1412.04

- Moonshine Ink
 - Total Print + Digital – \$555
 Print: Issues, 1/8 page 2 issues (Nov 9-Dec. 13/Dec. 14 – Jan 10)
 Total: \$390
 Digital: Featured Event (November); Story/Section Sidebar (December)
- Sierra Sun
 - Total with Sponsorship: \$407.04
 Print: 1/8th page Wed/Fri November 15th through Dec 8th
 Total: \$287.04 w/ sponsorship
 Digital: 10k impressions beginning in December of Box and Banner ads:
 Total: \$120
- Tahoe Weekly
 - Total with Sponsorship: \$450
 Print: \$150 per issue (Nov 16, Dec 7, Dec 15) 4.66” x 3” (same as 2016 – Discounted from \$175/per issue)
 Digital: coincide with digital issue complimentary

Radio - \$265

- Total \$265
 KTKE Twelve(12) up to :60 Live Reads

Social Media- \$100

- Facebook - \$100

Email

- Direct Email to 2016 Contest Participants- \$0

2017/18 Total: \$1777.04

BUDGET

	2017 Budget	2016 Spend
Contest Card Printing (12,500)	942	858
Additional Contest Card Printing	0	207
Creative Graphics	150	138
Contest Card Sticker Dots	350	394
Marketing	1777.04	1633
Website Updates	-	-
Staycation Grand Prize	1200	775
\$500 Cash Prize	500	500
Total	4919.04	4505