

Women Grow Strong, Inc.
"Fit For a Queen" Empowerment Sessions
Marketing and Event Production Budget Detail
For FYE 2019

MARKETING / PUBLICITY / ADVERTISING

MEDIA

Radio PSA - General Message = "Call to register for free empowerment seminars held at 3 different locations"

	Audience	Run Dates	Spots	Rate	Total
WMBM	African American	June 26 - July 9	50	75	\$3,750
Radio Mega	Haitian American	May 22 - June 5	50	50	\$2,500
Radio Caracol	Hispanic American	April 10- April 24	50	50	\$2,500
Radio Totals			150		\$8,750.00

Print Ad - Message Promoting Each Specific Event

April 26th Event - South Miami-Dade

	Ad Dates	Ad Dimension	Ad Size	Ads	Rate	Total
Miami Herald Zones 1 and 3	April 17	9.32 x 11	Full Page	2	231	\$462
Palmetto Bay and Cutler Bay	April 17	5 x 6	Qtr Page	2	187.5	\$375

June 7th Event - North Miami

Miami Herald Zone 11	May 27	9.32 x 11	Full Page	1	492	\$492
Haitian American Bus. News	May 27	8 x 10	Half Page	1	600	\$600

July 12th Event - Liberty City

Miami Herald Zone 10	July 1	9.32 x 11	Full Page	1	317	\$317
Miami Times	July 1	6.3 x 10.5	Qtr Page	1	787.5	\$788

Print Totals 8 \$3,033.50

TOTAL MEDIA COST \$11,783.50

OTHER MARKETING ITEMS

Website Banner on Black PR Wire and Black Digital Network (3 months @ \$500 / month)	\$2,250
Radio PSA *	\$750
Print Ad *	\$500
Promotional Flyers in English, Spanish and Creole *	\$650
Event Signage for each of the 3 Events *	\$600

TOTAL OTHER MARKETING COST \$4,750.00

TOTAL MARKETING COST \$16,533.50

EVENT PRODUCTION EXPENSES

Printing Costs - Signage and Flyers

	Quantity	Cost / Unit	Total Cost
Event Signage (4 Signs / Event)	12	\$30.00	\$480
Program Booklets (100 Booklets / Event)	300	\$4.00	\$1,200
Event Banners (1 Banner / Event)	3	\$272.00	\$816
Promotional Flyers in English, Spanish and Creole (500 / Event)	1255	\$0.49	\$615
Personalized Name Tags (100 Tags / Event)	300	\$1.19	\$356

TOTAL EVENT PRODUCTION COST \$3,466.50

TOTAL BUDGET \$20,000.00