

Annual Paid Media Budget 'FY 2014'

All amounts are in \$(000)		Feb. '14		Mar '14		Apr '14		May '14		June '14		Total
Estimated Monthly Outreach total:		1		25		30		30		22		107.50
	Rate	QTY	Amount	QTY	Amount	QTY	Amount	QTY	Amount	QTY	Amount	
Media												
<i>Direct Mail (% of Media Total)</i>												
Direct Mail Targeting XXX (% of Media Total)			0.00	17%	4.00	14%	4.00	14%	4.00	0%	0.00	12.00
Direct Mail Total:			0.00		4.00		4.00		4.00		0.00	12.00
<i>Radio :30s spots M.-Sat., 10a-7p (% of Media Total)</i>												
WLRQ/WMMB			0.00	21%	3.00	18%	3.00	18%	3.00	0%	3.00	12.00
WMEL			0.00		0.50		0.50		0.50		0.50	2.00
WSBH			0.00		1.50		1.50		1.50		1.50	6.00
Radio Total:			0.00		5.00		5.00		5.00		5.00	20.00
<i>Cable :30s spots (% of Media Total)</i>												
BrightHouse (news)			0.00	21%	5.00	18%	5.00	18%	5.00	0%	4.50	19.50
Cable Total:			0.00		5.00		5.00		5.00		4.50	19.50
<i>Print/Outdoor (% of Media Total)</i>												
BBN			0.00	21%	1.20	35%	1.20	35%	1.20	0%	1.20	4.80
Hometown news			0.00		1.70		1.70		1.70		0.00	5.10
Billboard program			0.00		0.00		5.00		5.00		5.00	15.00
Florida Today Inserts (zip code targeted)			0.00		2.00		2.00		2.00		0.00	6.00
Print/Outdoor Total:			0.00		4.90		9.90		9.90		6.20	30.90
<i>Online (% of Media Total)</i>												
FloridaToday.com (space news / business news)			0.00	19%	3.00	16%	3.00	16%	3.00	0%	3.00	12.00
LinkedIn - sponsored posts			0.00		0.75		0.75		0.75		0.75	3.00
Facebook sponsored posts			0.00		0.75		0.75		0.75		0.75	3.00
Online/e-outreach Total:			0.00		4.50		4.50		4.50		4.50	18.00
Month Media Total:			0.00		23.40		28.40		28.40		20.20	100.40