

HALLANDALE BEACH CRA
ADVERTISING PROPOSAL



YOUR VISIBILITY TEAM

In order to effectively implement a multi-layered marketing plan, it is essential to have an advertising budget to accompany the marketing plan. For this fiscal year, The Mosaic Group proposes an advertising budget in the amount of \$30,000. The budget may be used as outlined below.

Service/Item	Description	Amount
SOBEWFF Event Advertising	Print (\$6,000), Radio (\$4,000), Event Host/Talent (\$1,000), Digital/Social Media Ads (\$1,000), Live Band (\$3,000)	\$15,000
Digital Media (Google Ads, Social Media Ads, etc.)	\$500/month (March-September)	\$3,500
Radio	Economic Development Campaign Radio Promos (Select Station (s))	\$2,500
Print	Economic Development Campaign Print Promo (Select Media Outlets)	\$4,000
Video Production	2-3 minute Economic Development Promo Video for digital ads, website, and other placements (additional :60 and :30 second commercials will be created from video)	\$5,000
Estimated Total		\$30,000