

Budget

Project Total:

Description	Quantity	Cost Per Unit	Total Cost
Focus Group	2	\$20	\$40
Posters (18x24)	60	\$30	\$1,940
Brochures (tri-fold, color, 8 ½ x 11)	1,000	\$1.06	\$1,056
Media Kits	20	\$2.58	\$74.30
Folders	20	\$1	\$20
B&W Photo (1/kit)	20	\$1.50	\$30
B&W Copies (20/kit)	400	\$0.05	\$20
Color Copies (2/kit)	40	\$0.10	\$4
Labels (10/sheet)	2	\$0.15	\$0.30
Radio (60 second PSA)	30		\$1,000
Television			\$690
Production	1 (30 second PSA)		\$600
Airtime	3 (30 second PSA)		\$90
Reserve			\$199.70
TOTAL			\$5,000

Agency Hours:

Employee	Hours	Rate per hour	Total pay
	75	\$35	\$2,625
	75	\$35	\$2,625
	75	\$35	\$2,625
	75	\$35	\$2,625
	75	\$35	\$2,625
	75	\$35	\$2,625
TOTAL			\$15,750

Project Total \$5,000 + Agency Total \$15,750 = Launch Total \$20,750

Launch Total \$20,750 – Agency Total \$15,750 (FREE) = **Total Budget \$5,000**