

Action Club Advertising Workplan and Budget

Outdoor Displays				
Item	Description	Cost	Timeframe	Status
Billboards	Two billboards, located at Swannanoa River Rd and Patton Ave, flags image.	\$1,052	7/15/06 – 8/15/06	100%
Banner	Vinyl, color Action Club logo banner	\$253	Ongoing	100%
SUBTOTAL		\$1,305		

Mailers				
Item	Description	Cost	Timeframe	Status
Postcards	4x6, color, 2-sided, flags image x 1,000	\$276	8/28/06	100%
Postcards	4x6, color, 2-sided, alternate image x 1,000	\$276	8/28/06	
Postage	\$.0.36 x 1,000	\$360	8/28/06	
SUBTOTAL		\$912		

Radio Ads				
Item	Description	Cost	Timeframe	Status
WWNC 570-AM	Rotating, 4 weeks, 30 seconds	\$1,700	8/14/06 – 9/10/06	50%
WPEK 880-AM	Rotating, 4 weeks, 30 seconds	\$500	8/14/06 – 9/10/06	50%
WZGM 1350-AM	Rotating, 4 weeks, 30 seconds	\$400	8/14/06 – 9/10/06	
WKSS 99.9-FM	Rotating, 4 weeks, 30 seconds	\$1,700	8/14/06 – 9/10/06	
SUBTOTAL		\$3,300		

Print Ads				
Item	Description	Cost	Timeframe	Status
Mountain Guardian	4x6 inch, color, 1 month.	\$90	10/12/06 – 10/19/06	
Asheville Tribune	4x6 inch, color, 1 week.	\$90	10/19/06 – 10/26/06	
Mountain Xpress	¼ page H (10.25x3.06 in), color, 1 week.	\$330	10/26/06 – 11/2/06	
Asheville Citizen-Times	4x6 inch, color, 7 days.	\$3,132	10/30/06 – 11/6/06	
Asheville Daily Planet	¼ page H, color, 1 week.	\$90	10/30/06 – 11/6/06	
SUBTOTAL		\$3,732		

Phone Bank				
Item	Description	Cost	Timeframe	Status
Disposable Cell Phones	6 phones @ \$40 (60 min) plus 60 min @ \$18.	\$348	11/7/06	
Paid Positions	6 callers @ \$10/hr x 5 hours	\$300	11/07/06	
SUBTOTAL		\$648		

TOTAL **\$9,897**