

\$150,000 Budget Plan (3 months)

Digital Media

- **Total Spend:** \$60,000
- **Impressions:** 11,000,000
 - This budget covers a range of digital platforms, including audio, CTV, video, and social media channels like Facebook, YouTube, Snapchat, and Instagram.

Radio

- **Total Spend:** \$45,000
- **Impressions:** 14,000,000
 - Radio advertising is enhanced to cover both metro and rural areas, ensuring messages reach a broad listener base, compensating for not having broadcast TV.

Print

- **Total Spend:** \$15,000
- **Impressions:** 900,000
 - Investments are spread across various publications, reaching different statewide audiences with tailored messaging, from health-focused magazines to general interest publications.

Out-of-Home (OOH)

- **Total Spend:** \$20,000
- **Impressions:** 1,200,000
 - Includes billboards and digital displays in high-visibility locations, enhancing the campaign's reach in strategic public spaces.

Production and Management

- **Estimated Spend:** \$10,000
 - Covers creative development, production of ad materials, and campaign management, ensuring effective campaign execution and optimization.

\$500,000 Budget Plan (3-5 months)

Digital Media

- **Total Spend:** \$200,000
- **Impressions:** 43,000,000
 - Covers a wide range of digital platforms, including audio, CTV, video, and social media channels like Facebook, YouTube, Snapchat, and Instagram. The comprehensive digital strategy aims for extensive reach and engagement.

Radio

- **Total Spend:** \$100,000
- **Impressions:** 36,000,000
 - Radio advertising covers both metro and rural areas.

Broadcast TV

- **Total Spend:** \$50,000
- **Impressions:** 1,500,000

Cable TV

- **Total Spend:** \$50,000
- **Impressions:** 18,000,000
 - Cable TV budget increased to further campaign reach areas not covered by broadcast, leveraging content across a variety of cable channels.

Print

- **Total Spend:** \$50,000
- **Impressions:** 3,000,000
 - Investments are spread across various publications, reaching different statewide audiences with tailored messaging.

Out-of-Home (OOH)

- **Total Spend:** \$30,000
- **Impressions:** 1,700,000
 - Includes billboards and digital displays in high-visibility locations, enhancing the campaign's reach in strategic public spaces.

Production and Management

- **Estimated Spend:** \$20,000
 - Covers creative development, production of ad materials, and campaign management.

\$1,500,000 Budget Plan (7-10 months)

Digital Media

- **Total Spend:** \$600,000
- **Impressions:** 102,000,000
 - Enhanced investment in a broad range of digital platforms including programmatic buys, social media channels like Facebook, YouTube, Snapchat, Instagram, and premium video placements to ensure wide reach and engagement.

Broadcast TV

- **Total Spend:** \$375,000
- **Impressions:** 15,000,000
 - Increased funding for broadcast TV across key areas to secure prime placements and achieve significant household reach.

Cable TV

- **Total Spend:** \$75,000
- **Impressions:** 50,000,000
 - Cable TV budget increased to further campaign reach areas not covered by broadcast, leveraging content across a variety of cable channels.

Radio

- **Total Spend:** \$150,000
- **Impressions:** 72,000,000
 - Enhanced radio presence covering a wide spectrum of formats and regions, including increased spots in both metro and rural areas for broader listener engagement.

Print

- **Total Spend:** \$75,000
- **Impressions:** 6,000,000
 - Publication placements to include health, lifestyle, and general interest content, aiming for statewide audience reach with larger ad formats for added visibility.

Out-of-Home (OOH)

- **Total Spend:** \$150,000
- **Impressions:** 18,000,000
 - Expanded OOH strategy incorporating a mix of billboards, digital displays, and transit ads in high-traffic and strategic locations to maximize public engagement.

Production and Management

- **Estimated Spend:** \$175,000
 - Allocation for creative development, ad material production, and comprehensive campaign management, ensuring high-quality content and effective execution across all media channels.

\$3,000,000 Budget Plan (12+ months)

Digital Media

- **Total Spend:** \$1,200,000
- **Impressions:** 204,000,000
 - An expansive range of digital platforms, including advanced programmatic buys, premium video placements, and strategic campaigns on major social media platforms.

Broadcast TV

- **Total Spend:** \$765,000
- **Impressions:** 24,500,000
 - Extends to various areas for comprehensive state coverage, securing prime and off-peak placements.

Cable TV

- **Total Spend:** \$105,000
- **Impressions:** 75,000,000
 - Expanding the campaign's reach into fringe and niche markets not covered by broadcast with tailored content distribution.

Radio

- **Total Spend:** \$165,000
- **Impressions:** 108,000,000
 - Covers a wide array of formats and regions, from urban metro areas to rural communities.

Print

- **Total Spend:** \$105,000

- **Impressions:** 9,000,000
 - Distributed among a variety of statewide and regional publications, encompassing health-focused, lifestyle, and general interest magazines.

Out-of-Home (OOH)

- **Total Spend:** \$210,000
- **Impressions:** 27,000,000
 - High-traffic locations and innovative display technologies, from urban billboards to digital screens in transit hubs.

Production and Management

- **Estimated Spend:** \$450,000
 - Accounts for creative development, production costs, and comprehensive campaign management.