

**Toxics Spring Media Campaign Scope**  
**January 2022 – June 2023**

**Year 1: January 1, 2022 – June 30, 2022**

Media Buy:	\$ 16,500 (Approximate Based on Production Costs)
Video and Digital Production:	\$3,000
Coordination and Reporting:	<u>\$2000</u>
Total:	\$21,500

**Year 2: July 1, 2022 – June 30, 2023**

Media Buy:	\$ 33,000 (Approximate Based on Production Costs)
Video and Digital Production:	\$5,000
Coordination and Reporting:	<u>\$5,000</u>
Total:	\$43,000

**Biennium Budget: \$64,500**

**Digital Media Mix**

- Facebook and Instagram 900,000 estimated impressions
- Target Video Display 960,000 estimated impressions
- Targeted Static Display 570,000 estimated impressions
- Mobile in App/GeoFencing 270,000 estimated impressions

Total Estimated Impressions: 2,700,000

**Notes:**

- Targeted Video and Static Display to be placed on website, webapp and video streaming platforms
- Assets from previous campaigns will be reused for initial buys
- See Figure A for media buy schedule and cost

### Figure A SRRTTF Digital Media Schedule and Spending Proposal

	FY 2021-2022												FY 2022-23												Biennium Total			
	Year 1												Year 2 Total												Year 2 Total		Biennium Total	
	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Year 2 Total	Biennium Total									
Facebook and Instagram	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800									
160k est. static/video monthly imps	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800									
Targeted Video Display																												
64 k esmianted monthly imps																												
Target Display Static																												
38k est monthly imps	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400									
Mobile in-App/GeoFencing	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300									
18k est monthly imps																												
Digital Campaign Subtotal (Est. 180k monthly imps)	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300									
Video Production and Coordination																												
<b>Total</b>																		\$ 21,500	\$ 43,000									
																		\$ 33,000	\$ 64,500									
																		\$ 10,000	\$ 15,000									