

**SPOKANE RIVER**  
REGIONAL TOXICS TASK FORCE



**Spokane Regional Toxics Task Force**  
**Education and Outreach Digital Campaign**  
**January, 2022 – June, 2023**



**SRRTTF Social Media Spending Proposal**

	FY 2021--2022					Year 1 Total	FY 2022--23												Year 2 Total	Biennium Total			
	Feb	Mar	Apr	May	June		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June					
Facebook and Instagram 60k est. static/video monthly imps	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 4,000	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800					
Targeted Video Display 64 k esmianted monthly imps	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 9,000	\$ 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				
Target Display Static 38k est monthly imps	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 2,000	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400				
Mobile in-App/GeoFencing 18k est monthly imps	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 1,500	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300				
Digital Campaign Subtotal (Est 180k monthly imps)	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 16,500	\$ 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			\$ 33,000	\$ 49,500
Video Production and Coordination						\$ 5,000																\$ 10,000	\$ 15,000
<b>Total</b>						\$ 21,500																\$ 43,000	\$ 64,500

# Digital Display Ads

- Auto, Oil & Fluids
- Paint, Pigment & Caulk
- Compact Fluorescent Lights & Ballasts
- Printer Ink & Toner Cartridges

Got Waste? Put it in the right place!  
Visit [SpokaneWasteDirectory.org](http://SpokaneWasteDirectory.org)



**LEARN MORE**

Oil, antifreeze and other wastes may contain PCBs and other toxic chemicals.

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**LEARN MORE**

Paint may contain solvents, PCBs and other toxic chemicals.

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Remodeling? Paints, adhesives, and caulks may contain PCBs and other hazardous substances.

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Compact fluorescent bulbs & older fixtures may contain PCBs and hazardous substances.

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**LEARN MORE**

Printer and toner cartridges may contain PCBs and other hazardous substances.

# Digital Display Ad Formats

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# Video Ads

<https://spokanriver.net/category/news/videos/toxics-reduction/>

- **Auto, Oil & Fluids**
- **Paint, Pigment & Caulk**
- **Compact Fluorescent Lights & Ballasts**
- **Printer Ink & Toner Cartridges**
- **General**