



## 2022 - 23 ACHD COMMUTERIDE MARKETING COST ABSTRACT

MARKETING TASKS	AFFIRM AGENCY			STOLTZ MARKETING GROUP		
	QUANTITY	UNIT COST	TOTAL COST	QUANTITY	UNIT COST	TOTAL COST
Message Copy and Elements	144	\$125.00	\$18,000.00	100	\$140	\$14,000.00
Marketing Initiative(s) and Materials	384	\$125.00	\$48,000.00	185	\$140	\$25,900.00
Nontraditional Outreach Strategies	256	\$125.00	\$32,000.00	250	\$140	\$35,000.00
Promotion and Support	320	\$125.00	\$40,000.00	Media	N/A	\$45,000.00
Marketing/Advertising Consulting Services	96	\$125.00	\$12,000.00	215	\$140	\$30,100.00
<b>TOTAL COST AMOUNT:</b>			<b>\$150,000.00</b>	<b>TOTAL COST AMOUNT:</b>		<b>\$150,000.00</b>
<b>NOTE: UNIT COST IS PER HOUR</b>						