



FIRST THINGS FIRST

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State Fiscal Year 2011 Spring Media Buy

PROPOSAL

Background: In the summer of 2010 the Regional Partnership Council had allotted \$4,000 to the purchase of media in the form of cinema advertising. However, due to the pending election and the availability of cost information, the Regional Partnership Council decided to re-allot the funding to other strategy areas and post-pone funding cinema advertising until the spring of 2011.

In November of 2010, the Regional Partnership Council voted to hold \$5,000 for cinema advertising pending a cost break-down from the First Things First Communications department. The cost information for the spring 2011 media buy reflects costs during the fall 2010 media buy and are subject to change.

Budget: \$5,000.00

Media Purchase to Include:

16 week on-screen advertising	\$3,294.00
15 second animated spots (no audio)	
White Mountain Entertainment	
WME Village 8, Lakeside, AZ	
WME Show Low 5, Show Low, AZ	
Production Cost	\$300.00
Estimated Total Cost	\$3,594.00

Timeline: Should the Regional Partnership Council decide to move forward with the spring 2011 media buy, the following timeline will be implemented.

- December 5, 2010: The Regional Partnership Council approves the spring 2011 media buy
- December 10, 2010: The Regional Coordinator submits the final media budget to the First Things First Communications department
- January, 2011: The spring media buy is finalized and production begins.
- February, 2011: Cinema advertising begins running in the WME Village 8 and Show Low 5 theatres
- May, 2011: Cinema advertising stops running

Considerations:

- The costs outlined above reflect costs during the fall 2010 media buy. These costs could be higher for the spring 2011 media buy.
- The media materials will not highlight regional programs but will help to build brand awareness.
- The only region-specific information will be a statement such as "brought to you by the White Mountain Apache Tribe Regional Partnership Council."