

SOTS 2022 Public Information Campaign Budget

Total Budget		\$ 2,000,000.00
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Digital Media		\$ 750,000.00
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Creative Development	\$ 75,000.00
Social Media	\$ 300,000.00
Web-based	\$ 100,000.00
Mobile	\$ 50,000.00
Streaming Radio	\$ 75,000.00
OTT/Streaming TV	\$ 150,000.00

Television		\$ 825,000.00
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Creative Development	\$ 200,000.00
Broadcast Hartford DMA	\$ 375,000.00
Cable Hartford DMA	\$ 75,000.00
Cable NYC DMA (Fairfield County, CT)	\$ 125,000.00
Spanish Language TV	\$ 50,000.00

Radio		\$ 225,000.00
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Creative Development	\$ 50,000.00
Traditional Radio (English)	\$ 125,000.00
Traditional Radio (Spanish)	\$ 50,000.00

Print		\$ 50,000.00
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Creative Development	\$ 5,000.00
English	\$ 25,000.00
Spanish	\$ 20,000.00

Managing Campaign, Planning, Oversight, Strategy, Reporting, and Analysis		\$ 150,000.00
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