

State of the Arts License Plate Budget

8055-025-7470-9414

Media	Size	Quantity	Length	Total Cost
Billboards				
CBS Outdoors (Digital Billboards)	14' x 48'	1	Begin in April 4 weeks	\$4,000.00
Bus Advertising				
Bus Tails (production costs only)	23" x 74"	10	6 months	\$500.00
Web Advertising				
SouthFlorida.com (Sun Sentinel)			Begin in April	
Above the Scroll	300x250; 728x90	191,667 impressions 38,889	4 weeks	\$2,300.00
Interstitial	800X600	impressions	4 weeks	\$700.00
Radio Ads				
WFEZ Easy 93.1	:15 sec	66	5 weeks	\$2,500.00
WLRN	:15 sec	25	2 weeks	\$2,875.00
Cable TV				
Comcast	:30 sec	611	3 weeks	\$3,000.00
Magazines & Newspapers				
Go Riverwalk/THINK	1/4 page	\$800.00	April/May	\$1,600.00
Fort Lauderdale Magazine	1/4 page	\$710.00	April/May	\$1,420.00
South Florida Gay News	1/4 page	\$175.00	April/May	\$700.00
Broward/PB New Times	1/4 page	\$400.00	April/May	\$800.00
PRINTING				
Posters for Auto Dealerships	24" x 36"	500	6 months	\$850.00
Rack Brochures	4" x 9"	2500	6 months	\$300.00
Tag Offices Posters/Banners	various sizes	8	6 months	\$905.00
Banners -- Government Ctr. And Parking Garages	3' x 8'	5	6 months	\$850.00
TOTAL				\$23,300.00