

Marketing and Promotion					Timeline
	Description	Vendor		Cost	
Advertising	½ page in the Time Out section would run roughly	VC Star	\$400 per ad. X June, July, 2x in August		
Advertising	1/4 page ad	Siglo 21	Print: \$170 (13wks), \$165(26wks), 150(52wks)	\$2,210.00	
Advertising		Vida	no web adv / newspaper published every Thurs. newspaper adv: 1/4 pg 16.4wx10h = \$852.50 per insertion 1/2 pg 13w x 10h = \$1,770.50 per insertion	\$852.50	
Advertising	Airtime	Radio Lazer	2x daily 6 am to 7 pm Mon - Fri total 10 pkg = \$1,000	\$1,000.00	
Advertising		La Opinion	wide Skyscraper (160x600) and Leaderboard (728x90), \$5000 for 2 weeks Homepage Special (300x250)	\$5,000.00	

			\$50-300 per mo includes newsletter and online adv Tile/Stamp ad \$100, Button ad \$50, Box ad \$200, Vertical ad: \$250, Banner ad \$300		
Advertising	(Online Publication)Tile/Stamp ad	805 Amigos		\$100.00	
	Button ad	805 Amigos		\$50.00	
	Box ad	805 Amigos		\$200.00	
	Banner ad	805 Amigos		\$300.00	
	Vertical ad	805 Amigos		\$250.00	
Advertising	5x/ opening event invitations, postcards double sided, color front, black and white back. English and Spanish		500 x \$2.00	\$1,000.00	
Advertising	Flyers, double sided English and Spanish		2000 flyers x \$1.00	\$2,000.00	
Advertising	Banners		1 banner X \$200	\$200.00	
Advertising	Kiosk sign	Communications	Pro Bono	\$0.00	
				\$13,162.50	
Opening Event (September 8, 2010, Broome Library 1320 room 7-9 PM)					
Hospitality for opening event	Food/Drinks for 150-200 people	Campus Vendor	150-200 ppl x \$15pp	\$3,500.00	
Music for opening event	Mariachi/harpist	Xavier Montes?	1 band/ harpist X \$1000/\$500	\$1,000.00	
OPC	event setup and takedown	OPC		\$500.00	
Parking	Rental of parking lot	Parking Services	\$3 X 100 cars	\$300.00	
Event signage	12 event signs	Parking Services	\$8 x 12 signs	\$96.00	
Flowers	Flowers	Amber		\$150.00	
Stipend for Spanish tran	Stipend	Spanish Faculty	1	\$100.00	

				\$5,646.00	
Local Bracero Exhibit					
Materials	1 Bracero Exhibit Banner, 48" x 40" (48" x 36" final size) Digital UV print on Waterfast Nylon Reinforced Vinyl Scrim Banner, 2" pole pockets top and bottom, trim to size and roll packed	Big Shots	1 (48x40)	\$86.64	
Materials	Bracero Exhibit Poster, 30" x 50" Digital UV Print, Matte UV Lamination and Mounted to 3/16" Black Gatorboard, trim to size, affix mounting 1/2" Gator mounting block on back and Kraft wrapped	Big Shots	1 (30x50)	\$127.00	
Materials	Bracero Exhibit Poster, 24" x 36" Digital UV Print, Matte UV Lamination and Mounted to 3/16" Black Gatorboard, trim to size, affix mounting 1/2" Gator mounting block on back and Kraft wrapped	Big Shots	4 (24x36)	\$292.80	
Materials	Bracero Exhibit Poster, 17" x 22" Digital UV Print, Matte UV Lamination and Mounted to 3/16" Black Gatorboard, trim to size, affix mounting 1/2" Gator mounting block on back and Kraft wrapped	Big Shots	6 (17x22)	\$189.60	

Materials	Bracero Exhibit Poster. 11" x 17" Digital UV Print, Matte UV Lamination and Mounted to 3/16" Black Gatorboard, trim to size, affix mounting 1/2" Gator mounting block on back and Kraft wrapped	Big Shots	6 (11x17)	\$94.50	
Materials	Bracero Exhibit Placecards: 8" x 6" Digital UV Print, Matte UV Lamination and Mounted to 3/16" Black Gatorboard, trim to size and Kraft wrapped	Big Shots	15	\$60.90	
Materials	Full color f/b, tri-fold	Big Shots	1000	\$550.00	
				\$1,306.94	
Student Docent Training					
	Stipend for docent trainer	Ana Bermudez	1 stipend x \$250	\$250.00	
	Materials for docent training (binders, printing costs, paper)			\$500.00	
	Food for docent training (Pizza and drinks)	Campus Vendor	\$200	\$200.00	
				\$950.00	
Misc					
Postage				\$500.00	
Copier				\$500.00	
				1,000.00	
Family Day (in collaboration with Migrant Education)					
Music	Mariachi/harpist	Xavier Montes/Mariachi band		\$1,000.00	
Food	Food/Drinks for 150-200 people	Campus Vendor		\$3,500.00	
OPC	event setup and takedown	OPC		\$500.00	

Parking	Rental of parking lot	Parking Services	\$3 X 100 cars	\$300.00	
Event signage	12 event signs	Parking Services	\$8 x 12 signs	\$96.00	
				\$5,396.00	
Total Donor Amount				\$27,461.44	