

CAMPAIGN BUDGET – SPRING 2017

Suggested Shopping Outreach

February: Valentine’s Day

April: Prom, OSU Mom’s Day, Legends Weekend

May: Graduation, Mother’s Day

Suggested Advertising Budget

Downtown Stillwater Spring Promotions	
Advertiser	Estimated Budget*
Stillwater Radio KGFY (Stillwater, Guthrie)	\$3,000.00 (\$1,000 per month/3 months)
Team Radio Triple Play Sports Network, KPNC & KLOR (Stillwater, Ponca City, Perry, Blackwell)	\$3,400.00 (\$1,000-\$1,200 per month/3 months)
Google AdWords	\$2,000.00 (average of \$500 a month/3-4 months)
Social Media Boosts (Facebook/Twitter)	\$1,000.00 (average of \$250 a month/3-4 months)
Stillwater News Press Digital Mobile Ad	\$300.00 (\$150 per month/2 months)
Total	\$9,700.00*

*Budget subject to change.