

South Texas College Media Budget Plan September 2019 - June 2020

	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Totals
Digital													
YouTube English	\$ 2,525.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,025.00
YouTube Spanish	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00
Custom Facebook & Instagram - English & Spanish	\$ 3,700.00	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 65,030.20
Custom Facebook & Instagram Dual Enrollment	\$ 2,000.00												\$ 2,000.00
Snapchat English		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Snapchat Filters				\$ 2,000.00					\$ 2,000.00				\$ 4,000.00
Snapchat Spanish		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Display/OTT/Geofence	\$ 4,825.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 79,625.00
Directory Listing & Online Review Support - 6 Locations		\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 7,260.00
PPC Search Engine Marketing	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00
PPC Search Engine Marketing Conquest	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 14,400.00
Border Patrol GeoFence		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 11,000.00
Traditional													
TV			\$ 12,370.00	\$ 11,020.00					\$ 12,670.00	\$ 13,870.00	\$ 14,055.00	\$ 14,240.00	\$ 78,225.00
Broadcast Radio			\$ 16,708.00	\$ 16,708.00					\$ 15,868.00	\$ 15,868.00	\$ 16,708.00	\$ 16,708.00	\$ 98,568.00
Pandora			\$ 1,436.44	\$ 2,762.79					\$ 7,675.86	\$ 6,409.96	\$ 7,310.30	\$ 5,111.30	\$ 30,706.65
Spotify			\$ 2,500.00	\$ 2,500.00					\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00
Out of Home		\$ 8,256.00	\$ 16,735.71	\$ 16,735.71					\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 108,670.26
Texas Border Business Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
Mega Doctor Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
The Monitor Newspaper Wraps			\$ 4,341.29				\$ 4,341.29					\$ 4,341.29	\$ 13,023.87
RGVision		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00	\$ 15,600.00
Totals	\$ 19,750.00	\$ 38,439.50	\$ 81,674.94	\$ 81,910.00	\$ 28,583.50	\$ 31,183.50	\$ 32,924.79	\$ 31,183.50	\$ 86,033.07	\$ 86,567.17	\$ 85,892.51	\$ 90,819.80	\$ 694,962.28