CITY COLLEGE OF SAN FRANCISCO
SPRING 2014 MARKETING BUDGET

Element One- Postcards
MAILING FOR POSTCARDS PER FLIGHT (X 4 for all the flights)

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Print/Mailing Cost (Non-Profit Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Stop-Outs</td>
<td>10,834</td>
<td>$2,990.56</td>
</tr>
<tr>
<td>2. 45+ Credits</td>
<td>3,044</td>
<td>$962.77</td>
</tr>
<tr>
<td>3. Current Students</td>
<td>15,200</td>
<td>$3,892.25</td>
</tr>
<tr>
<td>4. Applied/Not Reg.</td>
<td>3,764</td>
<td>$1,159.12</td>
</tr>
</tbody>
</table>

Cost for All Per Flight at the Non-Profit Rate is: $9,005
Cost for all Four Flights at the Non-Profit Rate is: $36,029

Element Two- Digital Billboards
Chancellor's Message Push
8 Billboards for the Chancellor's CCSF is "Standing Up" Message Strategically placed

Cost for one month (Mid-December/Mid-January) Printing of Static Clings with "CCSF Stand Up" $87,000

Element Three- Community "Stand Up" Clings
Chancellor's Message Push
Window Clings in two sizes (personal and business) Print in small lots $8,000

Element Four - January Student Advertising Push
Guerilla tactics for: $40,000 - $80,000

Modest, tightly focused Cable and radio
Singular or mix of transit advertising, digital billboard advertising, gas station advertising, or street teams

Total Range: $136,000 - $203,000
Peter Anning

From: Andrew Hughes <andrew.hughes@interactcom.com>
Sent: Wednesday, January 22, 2014 2:46 PM
To: Peter Anning
Subject: Campaign numbers

Interact Contracts:
City College of San Francisco - Retention and Outreach $82,500.00
Foundation For California Community Colleges - Research $83,500.00

Media Buys:
Outdoor: $86,941.17
Cable and Xbox: $80,000.00

Direct Mailers: $36,029.00 -------NOT CONFIRMED-------- Will change once I get correct number from Modern Postcard

Total: $368,970.17 (See above)