



Marketing Piece	Number Produced	Potential Outreach	Design Cost	Print/Media Buy Cost (All rough estimates)
Brochure	150,000	Mailed to all 143,000 AARP MT members; distributed at conferences by AARP and through libraries	\$1,400	\$6,000 for 150,000
Posters (up to 7)	500 copies of each	Hung in Montana's 750 libraries and throughout communities in MT	\$600 each	\$500 per 500
Bookmarks (up to 7)	1,000 copies of each	Distributed in Montana's 750 libraries	\$75 each	\$300 per 1,000
Print ads	Up to five (5) different print ads will run in newspapers throughout Montana and in other appropriate print media. All ads will be targeted buys, placing them on the pages most likely to be read by our target audience.	Anyone in Montana who reads the newspaper.	\$200 each	\$2,600 for one 10" ad in 11 dailies
Television	Up to three (3) different advertisements will be written targeting our audience. We will purchase a statewide media buy on both	Anyone in Montana who watches cable or network television.	\$2300 each (includes radio development)	\$3,200 to air on four stations in each of 12 largest TV markets in state for one month.

	cable and TV networks. Ads will be purchased on stations that have been identified as those most watched by our target audience.			
Radio	Up to three (3) different radio ads will be lifted from the television ads, creating a “brand image.” The ads will run on audience-appropriate commercial radio. Additionally, sponsorship will be secured for various segments of MT NPR.	Anyone in Montana who listens to commercial radio or NPR.	See above – included in cost of TV development.	\$1,150 for eight weeks of NPR sponsorship. Will not do paid commercial radio advertising; will distribute PSA to all radio stations and ask them to play on a gratis basis. Will also encourage librarians to contact radio stations to encourage playtime of PSA
Web sites	Two different Web sites will be developed. One is for Montana librarians and one is for the general public. The Web site for the general public will appear as a “go-to” on the brochure, all posters, bookmarks, TV and radio ads.	All Montana librarians will receive many advertisements regarding the librarian Web site. The other Web site has the potential to reach any Montanan who sees one of our other marketing materials – potentially reaching hundreds of thousands.	Free – designed in-house	Free – designed in-house