

Budget

	<u>Ad Expenditure</u>
1. Television:	\$55,897,060
2. Magazines:	\$9,256,101
3. Billboards:	\$9,765,098
4. Subway Ads:	\$1,494,446
5. Social Media:	\$4,707,945
<u>Total Media Costs:</u>	<u>\$81,120,650</u>
6. Production Cost(15%):	\$7,000,306
7. Sales Promotion:	\$8,879,044
8. Talent:	\$1,000,000
9. Contingency Fund:	\$2,000,000
<u>Total:</u>	<u>\$100,000,000</u>

Television

Days	Channel	Show	Time	Yearly Cost
Mondays & Wednesday 7PM to 8PM		Black Ink	30 seconds 2 Per Show	\$15,000,000
Tuesday & Thursday 9PM to 10PM		Catfish	30 seconds 2 Per Show	\$10,000,000
Fridays 7Am to 8AM		News	30 seconds 2 Per Show	\$10,897,060
Saturdays & Sundays 4PM to 5PM		Riverdale	30 seconds 2 Per Show	\$15,000,000

Product: \$5,000,000

Total: \$55,897,060

Billboards

Location	Time	Population	Frequency	Cost
 New York Times Square	2 Weeks	33,513	6	1,997,977
 New York Soho	2 Weeks	25,502	6	2,963,000
 Los Angeles Hollywood	3 Weeks	77,818	6	2,000,000
 Miami Downtown	3 Weeks	88,540	6	1,000,000
 Miami Collins Ave.	4 Weeks	87,779	6	298,000

Subway Ads

Subway Line	Time	Stations	Cost
 <p>7 Flushing Local</p>	1 Month	15	\$34,098
 <p>1 Broadway- 7 Avenue Local</p>	2 Months	10	\$22,987
 <p>L 14 Street- Canarsie Local</p>	2 Months	10	\$25,998
 <p>Q Second Avenue/ Broadway Express</p>	1 Month	11	\$15,085

