

Reed Union School District

SAMPLE PUBLIC ENGAGEMENT PROGRAM BUDGET

Informational Communications	Recommended
Professional Services *	\$10,000/month
Proven District Channels	District Funded
Direct Mail/Collateral	\$22,000
Estimates = all costs, e.g. copywriting, design, print, mail house + postage.	(2 Mailers)
Online Paid PSA Package	
Digital Display Design Banners + Paid Reach on Social Media/Online	\$6,000
Data	\$800
Video Production	
Low Tech (5 videos - 8 sec, 15 sec, 30 sec, 1 min, & 3 min)	\$8,000
Texts/Eblasts (1 or 2 rounds)	\$1,250
Communications - Design for no-cost efforts (misc. channels)	\$1,500
Miscellaneous	\$1,000
ESTIMATED PROGRAM TOTAL	\$70,550

* Estimated Program Total assumes 3 months.