

UCLA GSA Marketing/Advertising Budget 2006-2007

Fall Quarter	
Quarterly Marketing Collateral*	\$1000.00
Newsletter Printing	\$700.00
Flyer Printing	\$300.00
Ad Placement	\$850.00
Total Fall Budget	\$1850.00

Winter Quarter	
Quarterly Marketing Collateral*	\$1000.00
Newsletter Printing	\$700.00
Flyer Printing	\$300.00
Ad Placement	\$850.00
Total Winter Budget	\$1850.00

Spring Quarter	
Quarterly Marketing Collateral*	\$1150.00
Newsletter Printing	\$700.00
Flyer Printing	\$300.00
Ad Placement	\$850.00
Total Spring Budget	\$1850.00

Miscellaneous	
Logo Design	\$500.00
Signage Production Costs	\$300.00
Table Signs	\$100.00
GSA Banner	\$200.00
General GSA Marketing Collateral	\$1250.00
Tri-fold Brochure Printing	\$800.00
GSA "Sell Sheets"	\$450.00
Office Materials	\$400.00
Total Miscellaneous	\$2450.00

Total Annual Budget	\$8000.00
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The Quantities of each item are as follows:

Newsletter	2,000 copies/quarter
Flyers	5,000 copies/quarter
Tri-fold Brochures	10,000/year
GSA "Sell Sheets"	5,000/year