

Smoke and Tobacco Free Communication Budget

ITEM	QUANTITY	COST PER	TOTAL
Signage			
ash-urn stickers	200	\$35.00	\$7,000.00
banners	30	\$390.00	\$11,700.00
window clings	5,000	\$0.30	\$1,500.00
door stickers	5,000	\$0.30	\$1,500.00
5"x5" tile stickers (including installation)	500	\$5.00	\$2,500.00
old signage removal & cling/sticker install			\$20,000.00
A-frames	20	\$125.00	\$2,500.00
other landscape signage			\$7,500.00
elevator doors	10	\$84.00	\$840.00
parking permit dispensers	100	\$64.00	\$6,400.00
campus wayfinding kiosks & maps	14	\$10.00	\$140.00
ash urn removal			\$6,000.00
		subtotal:	\$67,580.00
Advertising			
Unitrans interior ads		\$0.00	\$0.00
Unitrans exterior ads	2	\$1,600.00	\$3,200.00
design & production of Unitrans ads			\$369.00
California Aggie Ad 1 - 9/26	1	\$129.75	\$129.75
California Aggie Ad 2 - 11/21	1	\$129.75	\$129.75
California Aggie Ad 3 - 1/9	1	\$129.75	\$129.75
		subtotal:	\$3,958.25
Events			
table drape	1	\$150.00	\$150.00
tabletop banner stands	2	\$51.00	\$102.00
Great American Smoke Out			\$500.00
		subtotal:	\$752.00
Printing			
policy reminder cards	10,000	\$0.036	\$360.00
tri-fold brochure	8,000	\$0.226	\$1,808.00
		subtotal:	\$2,168.00
Aggie TV video			\$310.00
Ash urns Facebook "like" honoraria			\$100.00
		total:	\$74,868.25