

2016 PROPOSED MARKETING EXPENSES FOR OPENINGS

Line opening	Marketing component	Expense
Flatiron Flyer	Paid print advertising (newspapers and magazine)	\$49,000
	Direct mail (residential and business)	60,500
	Printed materials (fact sheets, z-card, brochure, VIP)	40,000
	Television sponsorships	15,000
	On-board advertising (kings, queens, tails, transfluxes, interiors)	15,000
	Radio (:15-30 spots, traffic radio, remotes)	20,000
	Paid digital advertising (news sites, travel/booking, travel blogs, e	15,000
	Out of home ads (billboards, cinema, malls, events, bus shelters)	80,000
	Non-traditional (street teams, sponsorships, outdoor banners)	5,000
	Web/social media	2,500
	Promotional items	30,000
	Media buying, planning, photography	18,000
	Overall budget for Flatiron Flyer Marketing	350,000*
	CU A line	Paid print advertising (newspapers and magazine)
Direct mail (residential and business)		60,000
Printed materials (fact sheets, z-card, brochure, VIP)		85,000
Television sponsorships		140,000
On-board advertising (kings, queens, tails, transfluxes, interiors)		75,000
Radio (:15-30 spots, traffic radio, remotes)		90,000
Paid digital advertising (news sites, travel/booking, travel blogs, e		75,000
Out of home ads (billboards, cinema, malls, events, bus shelters)		150,000
Non-traditional (street teams, sponsorships, outdoor banners)		80,000
Web/social media		25,000
Promotional items		40,000
Media buying, planning, photography		30,000
Overall budget for CU A Line Marketing		\$925,000
B line		Paid print advertising (newspapers and magazine)
	Direct mail (residential and business)	20,000
	Printed materials (fact sheets, z-card, brochure, VIP)	15,000
	Television sponsorships	20,500
	On-board advertising (kings, queens, tails, transfluxes, interiors)	22,500
	Radio (:15-30 spots, traffic radio, remotes)	12,000
	Paid digital advertising (news sites, travel/booking, travel blogs, e	7,500
	Out of home ads (billboards, cinema, malls, events, bus shelters)	25,000
	Non-traditional (street teams, sponsorships, outdoor banners)	7,500
	Web/social media	5,000
	Promotional items	5,000
	Media buying, planning, photography	10,000
	Overall budget for B Line Marketing	\$200,000
	G line	Paid print advertising (newspapers and magazine)
Direct mail (residential and business)		45,000
Printed materials (fact sheets, z-card, brochure, VIP)		55,000
Television sponsorships		35,000
On-board advertising (kings, queens, tails, transfluxes, interiors)		45,000
Radio (:15-30 spots, traffic radio, remotes)		35,000
Paid digital advertising (news sites, travel/booking, travel blogs, e		20,000
Out of home ads (billboards, cinema, malls, events, bus shelters)		55,000

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Line opening	Marketing component	Expense
	Non-traditional (street teams, sponsorships, outdoor banners)	15,000
	Web/social media	10,000
	Promotional items	15,000
	Media buying, planning, photography	10,000
	Overall budget for G Line Marketing	\$425,000
R line	Paid print advertising (newspapers and magazine)	120,000
	Direct mail (residential and business)	50,000
	Printed materials (fact sheets, z-card, brochure, VIP)	60,000
	Television sponsorships	45,000
	On-board advertising (kings, queens, tails, transfluxes, interiors)	65,000
	Radio (:15-30 spots, traffic radio, remotes)	50,000
	Paid digital advertising (news sites, travel/booking, travel blogs, e	45,000
	Out of home ads (billboards, cinema, malls, events, bus shelters)	110,000
	Non-traditional (street teams, sponsorships, outdoor banners)	20,000
	Web/social media	15,000
	Promotional items	25,000
	Media buying, planning, photography	15,000
	Overall budget for R Line Marketing	\$620,000
Staffing	Temps and project employees, includes benefits	330,000
Safety	Safety outreach as it pertains to line openings	75,000
TOTAL MARKETING BUDGET FOR OPENINGS IN 2016		\$2,925,000

* spent in 2015 to promote the January 3, 2016 opening of BRT

Comparison	W Line opening marketing expenditures (non event)	\$509,000
	Union Station opening marketing expenditures (non event)	\$456,000