

# ANNUAL ONGOING UTAH RX CAMPAIGN PROPOSAL

Prescription Drug Prevention and Awareness Community Initiative – Utah Statewide

## Projected Annual Ongoing Campaign Budget

Total dollars dedicated to initiative.

Annual Budget Allocation \$750,000

## Annual Ongoing Campaign Budget Breakdown

Total dollars dedicated to initiative by category.

Research/measurement budget:	\$48,000
Paid media budget:	\$355,000
Production/development/implementation budget:	\$347,000

## Detailed Annual Ongoing Budget Allocation

More information about rates and costs follow in the details below. Please note, these costs reflect rough estimates only. As each project is clearly defined, the RX prevention team will provide actual numbers for approval. Projected hard costs also follow in the details below.

*(A plus or minus of 10% is possible in real production and media estimates.)*

## RESEARCH/MEASUREMENT BUDGET - \$48,000

- a. **Qualitative:** Three focus groups covering Salt Lake City, Davis/Weber/Bear River counties, Utah County, and Summit County, reviewing behaviors and attitudes associated with prescription drug abuse/misuse.
- b. **Quantitative (telephone):** Two waves of telephone surveys with 500 - 600 sample size completed by Dan Jones and Associates measuring campaign impact, exposure, and issue awareness with accompanied audience behavior change.

## PAID MEDIA BUDGET - \$355,000

a. **Television estimated cost:** **\$180,000**

:30 second spots (three spot rotation) One-for-one match on TV GRPs. Additional :10/:15 second rotations in media mix as additional added value.

*\* Stations still to be determined.*

**b. Radio estimated cost: \$85,000**  
:60 second spots (two spot rotation). Daypart mix: 6AM – 7PM, Mon. – Fri., AM and PM drive time.  
*\* Stations still to be determined.*

**c. Outdoor/billboard estimated cost: \$45,000**  
6 Boards, 30-Sheet size, 10' FT 22' FT. One month of postings. One I-15 board for two-month showing (two board rotation) with matching added value.  
*\* Locations still to be determined.*

**d. Website/online estimated cost: \$25,000**  
Conceptual creative updates for the UseOnlyAsDirected.org site, copywriting, design, art direction, banner ads, and programming. (Three banner advertisement designs and messaging with full animation.)  
*\* Sites still to be determined.*

**e. Print estimated cost: \$20,000**  
Newspaper postings for major dailies with rural print runs focusing on safe use, storage and disposal messages for 17 weeks run time.  
*\* Papers still to be determined.*

## **PRODUCTION/DEVELOPMENT/IMPLEMENTATION BUDGET - \$347,000**

**a. Television Production \$112,000**  
*- Talent, studio time, editing, production, concepting, music and dubs for two 30-second spots and a variation of a 15-second versions in English; and purchase rights from one past TV commercial with full usage agreements for one year.*

**b. Radio Production \$55,000**  
*- Talent, studio time, editing, production, concepting, sweetening, music and dubs for two 60-second spots, with one 30-second cut down, budget allowing.*

**c. Outdoor/Billboard/Print Production \$50,000**  
*- Printing and development for one round of a 30-sheet showing and an I-15 showing, plus a one-for-one match, making each showing extended media time.*

**d. Website/Online Production \$30,000**  
*- Photography, programming, hosting, management and web development for all website features, social media uploads, and banner ad placements.*

**e. Brochure Printing \$30,000**  
*- Production and printing for two English and one Spanish four-color, multi-panel brochures/cards and collateral materials.*

**f. Photography**

**\$15,000**

*- Both original and stock, talent and location. Planned for billboard, newspaper, web, etc.*

**g. Collateral/Non-Traditional/Public Relations \$55,000**

*- Includes physical development and production of multiple pieces of non-traditional items including PR kits, signage, collateral, printing, wraps, community partnerships, etc.*

**LABOR SERVICES REQUIRED (INCLUDED IN PRODUCTION BUDGET)**

- a. Strategy development
- b. Research measurement
- c. Media planning, buying and trafficking
- d. Public relations and social outreach
- e. Radio development
- f. Outdoor creation
- g. TV production
- h. Online and web-based management
- i. Non-traditional and community partnerships
- j. Collateral production