

## DMO Marketing Assistance Program Budget – (Year)

**Revenue**

DMO Award Amount \$ 53,000.00

**Total Revenue**

\$ 53,000.00

**Expenses**

Ad Production

60 Sec Television Spot \$ 7,500.00  
 Newsletters Template \$ 1,500.00  
 Digital Ads \$ 5,000.00  
 Radio Voice Over \$ 1,000.00  
 Copy Development \$ 4,000.00

Paid Media

Television  
     30 sec spot \$ 5,000.00  
     60 sec spot \$ 5,000.00  
 Billboard \$ 5,000.00  
 Social  
     Instagram Series \$ 1,500.00  
     Facebook \$ 1,000.00  
 Digital  
     Wildlife \$ 3,500.00  
     Water Recreation \$ 3,000.00  
     Paid Search - Google Ads \$ 5,000.00  
 Radio \$ 1,500.00  
 Print \$ 1,350.00

Other

Event Brochure \$ 200.00  
 Rack Card \$ 150.00  
 Agency Media Commission Fee \$ 1,800.00

**Total Expenses**

\$ 53,000.00

**Balance**

\$ -

**NOTE:** Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.