

SAFETY SERIES
EXPENDITURES/OBLIGATIONS TO DATE

	<u>Actual</u>	<u>Budgeted</u>
Advertising		
Production	\$ 9,340.00*	\$ 10,860.00
Media Space (schedules enclosed)	107,700.00*	114,202.00
Posters		
Design/Mechanical	3,483.00	7,000.00
Printing (5,000 copies each of 5)	4,172.00	28,900.00****
Booklet		
Design/Mechanical	1,598.00	2,350.00
Printing (2,500,000 copies)	45,000.00**	6,600.00***
Promotional Folder		
Design/Mechanical	2,555.00	1,655.00
Printing (15,000 copies)	1,276.00	1,200.00
Postage/Handling	1,500.00	2,545.00
Mail Stickers		
Design/Mechanical	350.00	500.00
Printing (200,000)	580.00	1,000.00
Radio		
Production	7,879.00	5,460.00
Mailing & Processing	709.00	3,240.00
Printed Material	300.00	300.00
Television		
Production	19,935.00	20,000.00
Prints	3,848.00	3,850.00
Distribution	1,650.00	1,650.00
Story Board	869.00	375.00
Consultant	790.00	775.00
Post Production	537.00	850.00
SUBTOTAL	\$213,371.00	\$213,412.00
P. R. Releases (estimated)	9,134.00	9,134.00
TOTAL	<u>\$222,505.00</u>	<u>\$222,546.00</u>

* Ad Agency Projections
 ** \$45,000 was budgeted for printing of 2,500,000
 *** \$6,600 was budgeted for 100,000
 **** \$48,900 was for 25,000 ea. of 4. We printed 5,000 ea. of 5. We can do 25,000 ea. of 5 within budget.

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SAFETY SERIES

RECOVERY

POSTERS	\$ 7,555.00
BOOKLET	46,598.00
STICKERS	930.00
RADIO	8,888.00
TV	<u>15,000.00</u>
TOTAL	\$79,071.00

SAAMI RESPONSIBILITY

ACTUAL COST	\$222,505.00
RECOVERY	<u>79,071.00</u>
	<u>\$143,434.00</u>

1883 0035553

1883 0007926