



**Marketing Proposal for The City of Farmers Branch  
“Love The Branch” Campaign  
Seven (7) Month Budget  
March 2013 – September 2013**

<b>Radio Media Buy .....</b>	<b>\$28,000.00</b>
1. Station: KPLX-FM 99.5 “The Wolf”	
2. \$7,000.00 Per Month (April – July, 4 Months)	
<b>Radio Production .....</b>	<b>N/A</b>
1. Updated spots in February 2013	
<b>Online Media Buy .....</b>	<b>\$16,975.00</b>
1. SEM Keywords @ \$925 per month	
2. Online Web Banners @ \$1,500 per month (Search Retargeting)	
<b>Web Banner Production .....</b>	<b>N/A</b>
1. Updated banners in November 2012	
<b>Web Site Updates (Page Builds) .....</b>	<b>\$4,900.00</b>
1. To increase SEO – 4 Page Builds Per Month @ \$700 per month	
<b>TOTAL.....</b>	<b>\$46,400.00</b>

## City of Farmers Branch Budget

		March	April	May	June	July	August	September		Budget
	Website	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00		\$4,900.00
	Radio Buy (KPLX-FM - 99.5 The Wolf)	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$0.00	\$0.00		\$28,000.00
	Production (3 Spots @ 700 e/a)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Radio	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$0.00	\$0.00		\$28,000.00
	TV Production	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	TV	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Dallas Newcomer & Relo Guide	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Production	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Trade Magazines	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	StarCenter Banner (HighTech Signs)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Design	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Outdoor	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	DART Production	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	DART Design	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	DART Media	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$	-
	Dart	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	PR	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Window Acetates	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Design	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Bumper Stickers	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Design	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	P.O.S.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Online - SEM	\$925.00	\$925.00	\$925.00	\$925.00	\$925.00	\$925.00	\$925.00		\$6,475.00
	Online - Web Banner Design	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Online - Display	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00		\$10,500.00
	Online	\$2,425.00	\$2,425.00	\$2,425.00	\$2,425.00	\$2,425.00	\$2,425.00	\$2,425.00		\$16,975.00
	MISC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
	Flex	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00
		\$3,125.00	\$10,125.00	\$10,125.00	\$10,125.00	\$10,125.00	\$3,125.00	\$3,125.00		\$49,875.00