

Texas Heritage Festival
Promotional Budget

Media Type	Source	Inventory	Cost
Print	Dallas Child	1/6 page May issue	\$830
Print	Texas Monthly	1/6 page May issue	\$1,369
Digital	Dallas Child	Email Blast to 25,000+ parents	\$1,200
Digital	Facebook	Targeted Event listing to at least 50 mile radius	\$50
Digital	Facebook	Promoted posts to at least 50 mile radius	\$20
Digital	<u>NBCDFW.com</u>	mobile and web ads	\$1,500
Television	NBC	Free TV inventory included as value add for digital advertising (in addition to standard PSAs provided)	\$0
Display	<u>Esigns.com</u>	2 double-sided event banners at \$75 each	\$150
		Total	\$5,119

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A 501 (c) (3) Non-Profit Organization

"Bringing nature and people together to discover, enjoy, experience, restore and preserve our priceless environment"