Items in yellow are samples.

Grant Marketing Plan

	Print Cost	Digital Cost	Other Cost	Description	Timing of Placement	Target Market(s)	Target Audience(s)
Sample "Outside Magazine"	$2,000			1/4 page ad	Sept/Oct	North Carolina	Multigenerational Families, Ages 25-39, 55-64
"OutsideMagazine.com"		$500		Web -skybox ad	Nov/Dec	Raleigh-Durham, NC	Young Adults, No Kids, Ages 25-40
"OutsideMagazine.com"		$500		E-newsletter skybox ad	Dec/Jan	Columbia, SC	Young Adults, No Kids, Ages 25-40
Sample "Facebook Ads"		$500		Carousel Ads	Aug/Sept/Oct	Atlanta, GA; Tampa, FL	Empty Nesters/Retirees, Ages 50+
Total:							

Marketing Total: