

Projected Production Budget

Copywriting and storyboards: \$3,000
Video: \$2,500 - \$4,500
Total for one spot with four versions: \$5,500-\$7,500 (\$1,250 per module)

Planning Budget per Module of One Week

Television: \$ 9,270
Online: \$ 1,700
Production: \$ 1,200
Total \$ 12,200

Total Budget for Six Modules

Television \$ 55,620
Online: \$ 10,200
Production: \$ 7,500
Total: \$ 73,320

Committee Participation

Stormwater: 1 module
FOG: 1 module
Water Awareness: 4 modules