

Media & Marketing and Recommendation of Newsletter

Analyses:

Average cost of newsletter

| <u>8 Page Newsletter</u> | <u>12 page Newsletter</u> |
|--------------------------|---------------------------|
| \$2682 - Mailing | \$ 3430 - Mailing |
| \$ 864 –Printing | \$ 1340 – Printing |
| \$ 836- Design/layout | \$993- Design /Layout |
| \$ 338- Editing | \$597- Editing |
| Total - \$4720 | \$ 6360 |

Digital subtract Mailing & Printing expense

| <u>8 Page Newsletter</u> | <u>12 page Newsletter</u> |
|--------------------------|---------------------------|
| \$ 836- Design/layout | \$993- Design /Layout |
| \$ 338- Editing | \$597- Editing |
| Total - \$1174 | \$ 1590 |

Current 2020 Newsletter budget \$19,000

Recommendation:

One printed version (summer) & Three digital versions.

Printed/Digital Yearly Cost \$ 8742

\$19,000 - \$8742 = savings \$10,258 to BCHA