



Budget and Media Scheduling

push pull.

hello@pushpull.com.au

WBBL Campaign 2017- Budget

Media Vehicle	Description	Media Calculations
Television Advertisements- Channel 10 (15 second ads)	<p>15s Television Advertisements</p> <p>October</p> <p>1x Primetime TV each week (Thursday 6.00pm-8.00pm)</p> <p>2x Day-part TV each week (9.30am- 11.00am)</p> <p>November</p> <p>2 x Primetime TV each week (Wednesday 6.00pm-8.00pm)</p> <p>3x Day-part TV each week (9.30am- 11.00am)</p> <p>December</p> <p>2x Primetime TV each week (Thursday 6.00pm-8.00pm)</p> <p>January</p> <p>1x Primetime TV each week (Thursday 6.00pm-8.00pm)</p>	<p>October</p> <p>Primetime 15s Ad</p> <p>= \$9,800*</p> <p>= \$9,800 x 1 days a week</p> <p>= \$9,800 x 4 weeks</p> <p>= \$39,200</p> <p>Day-part 15s Ad</p> <p>= \$450*</p> <p>= \$450 x 2 days a week</p> <p>= \$900 x 4 weeks</p> <p>= \$3,600</p> <p>November</p> <p>Primetime 15s Ad</p> <p>= \$9,800*</p> <p>= \$9,800x 2 days a week</p> <p>= \$19,600 x 4 weeks</p> <p>= \$78,400</p> <p>Day-part 15s Ad</p> <p>= \$450*</p> <p>= \$450 x 3 days a week</p> <p>= \$1,350 x 4 weeks</p> <p>= \$5,400</p> <p>December</p> <p>Primetime 15s Ad</p> <p>= \$9,800*</p> <p>= \$9,800x 2 days a week</p> <p>= \$19,600 x 4 weeks</p>

		<p>= \$78,400</p> <p>January Primetime 15s Ad = \$9,800* = \$9,800 x 1 day a week = \$9,800 x 4 weeks = \$39,200</p> <p>Total: \$244,200</p>
Television Advertisements- Channel 10 (30 second ads)	<p>30s Television Advertisements</p> <p>October 1x Primetime TV each week (Wednesday 6.00pm-8.00pm) 4x Day-part TV each week (9.30am- 11.00am)</p> <p>November 2 x Primetime TV each week (Wednesday 6.00pm-8.00pm) 4 x Day-part TV each week (Tuesday, Wednesday, Thursday, Friday - 9.30am- 11.00am)</p> <p>December 1x Primetime TV each week (Wednesday 6.00pm-8.00pm)</p> <p>January 1x Primetime TV each week (Wednesday 6.00pm-8.00pm)</p>	<p>October Primetime 30s Ad = \$11,500* = \$11,500 x 1 days a week = \$11,500 x 4 weeks = \$46,000</p> <p>Day-part 30s Ad = \$800* = \$800 x 4 days a week = 3,200 x 4 weeks = \$12,800</p> <p>November Primetime 30s Ad = \$11,500* = \$11,500 x 2 days a week = \$23,000 x 4 weeks = \$92,000</p> <p>Day-part 30s Ad = \$800* = \$800 x 4 days a week = 3,200 x 4 weeks = \$12,800</p>

		December Primetime 30s Ad = \$11,500* = \$11,500 x 1 day a week = \$11,500 x 4 weeks = \$46,000 January Primetime 30s Ad = \$11,500* = \$11,500 x 1 day a week = \$11,500 x 4 weeks = \$46,000 Total: \$255,600 Total= \$499,800
Radio	1x 30s Radio Advertisements on each radio station (morning drive) each week for 3 months. Melbourne: FOX 101.9 FM Sydney: Kiis 101.1FM Brisbane: NOVA106.9 Adelaide: NOVA 91.9 Hobart: SEA FM Perth: NOVA 93.7	Kiis101.1 FM Morning Drive = \$700* = \$700 x 1 day a week = \$700 x 4 weeks = \$2,800 x 3 months = \$8,400 FOX 101.9FM Morning Drive = \$550* = \$550 x 1 day a week = \$550 x 4 weeks = \$2,200 x 3 months = \$6,600 NOVA 106.9 Morning Drive = \$550*

		<p>= \$550 x 1 day a week = \$550 x 4 weeks = \$2,200 x 3 months = \$6,600</p> <p>NOVA 91.9 Morning Drive = \$550* = \$550 x 1 day a week = \$550 x 4 weeks = \$2,200 x 3 months = \$6,600</p> <p>SEA FM Morning Drive = \$550* = \$550 x 1 day a week = \$550 x 4 weeks = \$2,200 x 3 months = \$6,600</p> <p>NOVA 93.7 Morning Drive = \$550* = \$550 x 1 day a week = \$550 x 4 weeks = \$2,200 x 3 months = \$6,600</p>
		Total = \$41,400
Print- Magazines	<p>One Full Page printed ad in Better Homes and Gardens and Total Girl monthly for 3 months.</p> <p>Better Homes and Gardens: 3 x One Full Page printed Ads Total Girl: 3 x One Full Page printed ads</p>	<p>Better Homes and Gardens = \$29,091 x 3 months = \$87,273</p> <p>Woman's Day = \$100,000</p>

	Woman's Day: 1x Native Advertising Article (highlighting benefits of girls playing cricket)	Total Girl = \$5,600 x 3 months = \$16,800
		Total = \$204,073
OOH Media- Billboards	Billboards (minimum period of 28 days) Melbourne: Melbourne CBD Southbank Sydney: Sydney CBD Darlinghurst Brisbane: Brisbane CBD Georgy Terrace Adelaide: Adelaide CBD Thebarton Hobart: Hobart CBD Launceston Perth: Perth CBD	Small sites = \$3600* per month = \$3600 x 11 billboards = \$39,600 x 2 months = \$79,200
		Total = \$79,200
OOH Media- Bus Stops	Bus Stops (minimum period of 4 weeks) Melbourne CBD Sydney CBD Brisbane CBD	Bus stop = \$6500 x 6 Bus Stops = \$39,000

	Adelaide Hobart CBD Perth CBD	
		Total = \$39,000
Digital and Online- Facebook/Instagram	Facebook/Instagram Advertisements continuously throughout 4 month campaign.	Facebook/Instagram Advertisements = \$40,000
		Total = \$40,000
Snapchat	Geolocation Filters Every Cricket ground, where WBBL is playing, throughout season. WACA MCG SCG Gabba Adelaide Oval Blundstone Approximately \$5 per 20,000 square feet	Geolocation filters = \$5 x 20,000 = \$5 x 5 (100,000 sq. ft) = \$25 x 6 ovals = \$150 x 59 games = \$8,850
		Total = \$8,850
Digital and Online- Google	Google AdWords, average cost is \$1-2 on search network, run continuously throughout 4 month campaign.	Google AdWords = \$1.50 * x 200 clicks = \$300 x 7 days = \$2,100 x 4 weeks = \$8,400 x 4 months = \$33,600
		Total = \$33,600
CREATIVE		
Television	Television Advertisements (15s and 30s)	Television Production = \$50,000
		Total = \$50,000
Billboards	Standard charge for artwork \$300* x 3 billboards Print Cost \$500* x 3 billboards	Billboard Creative = \$300 x 3 billboards =\$900

	Installation Cost \$395* x 3 billboards	Print Cost = \$500 x 3 billboards = \$1500 x 2 month = \$3,000 Installation Cost = \$395 x 3 billboards = \$1185 x 2 months = \$2,370
		Total = \$6,270
Bus Stops	Standard production cost \$2,600 (in shelter posters)	Production = \$2,600 x 6 shelter posters = \$15,600
		Total = \$15,600
October Long Weekend	Sporting Equipment Jumping Castle Blow up Sporting Equipment (young children) Face Painting for 5 hours (\$220 per hour)	Sporting Equipment = \$700 Jumping Castle = \$400 Blow up Equipment = \$500 Face Painting = \$220 x 5 hours = \$1,100
		Total = \$2,700
School Presentations	Sporting Equipment \$700 Merchandise \$450 (to give out) x 2 schools per state x 5 weeks	Sport Equipment = \$700 Merchandise = \$300 x 2 schools per state = \$600 x 6 states = \$3600 x 5 weeks = \$18,000
		Total = \$18,700
Radio	Production of 3 radio advertisements Composition of music:	Music = \$1500 x 3 ads = \$4500

	Voice over artist performance fee plus royalties Post Production/final mix	Voice over = \$1000 x 3 ads = \$3000 Post Production = \$500 x 3 ads = \$1500
		Total = \$9,000
Magazine	Advertisement Production Standard charge of production = \$500	Production = \$500
		Total = \$500
App	App Development Standard charge of production = \$30,000 Game Development = \$20,000	App Development = \$20,000 + \$10,000 = \$40,000
		Total = \$40,000
Website and EDM's	Website development and EDM development Standard charge of production	Website and EDM development: = \$4,000
		Total = \$4,000
	CONTINGENCIES	\$58,007
	CHANNEL TEN (\$500,000)	\$499,800
	PAID MEDIA (\$500,000)	\$446,123
	CREATIVE (\$150,000)	\$146,070

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