



Broward County Commission's Cultural Division
Cooperative Marketing Program
- Through ArtServe -
MEDIA PLAN FORM

To participate in the 2005-2006 Broward Cultural Division Cooperative Marketing Program, each participating organization must fill in the form below. All Media Plan information will be combined to create the 2005-2006 Cooperative Marketing Program budget.

- The 2005-2006 Cooperative Marketing Program will operate on a one dollar to two dollar match formula for organizations with budgets of \$100,000 or more; and on a one to one dollar match formula for organizations with budgets of \$100,000 or less.
- Cultural Organizations may purchase up to \$21,000 of advertising per fiscal year (October 1 through September 30).
- Cultural organizations with budgets of \$100,000 or more contribute up to \$14,000 and Broward Cultural Division will contribute up to \$7,000 to purchase a maximum of \$21,000 in media placement. Cultural organizations with budgets of \$100,000 or less contribute up to \$10,500 and Broward Cultural Division will contribute up to \$10,500.00 to purchase a maximum of \$21,000 in media placement.

**The total amount my organization has budgeted to spend in the
 2005-2006 Cooperative Marketing Program is \$ _____**

Please fill in the dollar amount in each media area and quarter where you will require advertising assistance.
 Answer the questions on the reverse side of the form and sign and date the form as indicated. Definitions of media type are also on the reverse side.

| MEDIA TYPE | QUARTER 1 Oct. 1 - Dec. 31 | QUARTER 2 Jan. 1 - Mar. 31 | QUARTER 3 Apr. 1 - Jun. 30 | QUARTER 4 Jul. 1 - Sept. 30 | TOTAL |
|---|---------------------------------------|---------------------------------------|---------------------------------------|--|--------------|
| SEASON GUIDES | | | | | |
| CVB COOP ADS | | | | | |
| LOCAL GUIDES/ DIRECTORIES | | | | | |
| NATIONAL PRINT | | | | | |
| LOCAL PRINT | | | | | |
| TOURIST RELATED PUBLICATIONS | | | | | |
| BROADCAST RADIO | | | | | |
| BROADCAST TV/CABLE | | | | | |
| MOVIE THEATRE SLIDES | | | | | |
| BUS & TAXI PLACARDS | | | | | |
| OTHER- <i>please specify</i> | | | | | |
| TOTAL | | | | | |