

Quad Event (varies per campaign)

- Mounted poster 36" x 48" \$129
- Free quad space/table rental through RSO complex
- McKinley provides tent, truck, labor
- Partner with APO service organization to run event
 1. "Have a flu free agenda"
 - Stickers for activity – 2"x2" \$556 (<https://www.stickermule.com/products/circle-stickers>)
 - Checklist pad giveaway – 1,000 ct. \$300 (<https://www.captainnotepad.com/black-tie-one-color-notepad.html?gclid=EAlaIqobChMluoKD1Meu2QIVRJ7ACh1 iw1dEAQYAiABEgKx3 D BwE>)
 - Chipotle gift card giveaway – 10 at \$10 = \$100
 2. "New Home. New Healthcare."
 - Giveaways – McKinley health center provides pens, cups
 3. "Busy you vs the flu"
 - Stand alone punching bag (2)- \$180 ([target.com](https://www.target.com))
 - Boxing gloves (2 pair) - \$60 ([target.com](https://www.target.com))

Snapchat

- Run ad from September 16th- December 1st
- Price **TBD** (talking with someone for this)(budgeting \$1,000 for now)

Dining Hall Displays

- Begin September 16th run for 10 weeks
- Total is \$750 (rate is \$50/week in regular dining halls, \$25/week in SDRP) (<http://www.housing.illinois.edu/resources/policies/digital-signs>)

Posters for R.A.s

- 300 11"x17" posters to be given to R.A.s to hang up on bathroom doors where there is heavy foot traffic = \$414.00 (<https://www.fedex.com/apps/printonline/#!>)

Video

- Request help from CTRL + V in American Advertising Federation to film for free

Facebook/Instagram

- Create a FB page for the campaign, intern would run boosted post with \$50 per day budget
- Total (70 days) = \$3,450 (<https://business.facebook.com/Flu-Shot-Campaign-851258148391036/>)

Student goes to get a flu shot (McKinley, residence hall, select campus libraries, Greek House)

Stall Stories Posters

- APO service partner would hang them up in bathroom stalls around campus/in residences
- Printing services: 300 8"x11"stall story posters = \$207.00 (<https://www.fedex.com/apps/printonline/#!>)

Flyers in McKinley prescription packs & in cold packs

- Printing services: 2000 grayscale half slips = \$177.21 (<https://www.fedex.com/apps/printonline/#!>)
- Labor to stick them into those booklets/cold packs = unpaid McKinley media intern

CUMTD Bus Ads

- On back of the bus (21"Hx66"W)
- Runs from September 1-December 15th
- 1 ad is \$857.50 for that time period
- Total with 3 busses is \$2,572.25 (<https://www.cumtd.com/content/pdfs/advertisingwithcumtdreservationspolicy.pdf>)

E-mail from Physician

- Free, we will give template to send out through McKinley portal

Campaign 1 total: \$9655.46
Campaign 2 total: \$8699.46
Campaign 3 total: \$8939.46