

Hepatitis A Communication Plan

Radio

Each campaigns run for four weeks

- **WQBX:** Gratiot, Montcalm and Clinton County coverage area- \$1,150/month = \$4,600 total
- **WMLM:** Gratiot, Montcalm and Clinton County coverage area- \$630/month = \$2,520 total
- **The Castle:** Gratiot, Montcalm and Clinton County coverage area- \$1,800/month = \$7,200 total
- **WGLM:** Montcalm County coverage area: \$720/month = \$2,880 total

Total investment: \$17,200.00

Billboards

US-127: 62,802 weekly impressions- \$3,050 for three months

Tentative: M-91: 20,683 weekly impressions - \$1,400 for three months

Total investment: \$4,450

Motor Vehicle Network

St. Johns Secretary of State: 60,758 annual traffic

Greenville Secretary of State: 69,464 annual traffic

Alms Secretary of State: not yet installed

Total one-year investment: \$5,500

(Received 10% non-profit discount and a \$5% discount for paying in full)

Gay Ad Network

Partnering with Barry Eaton, Ingham and Branch Hillsdale St. Joe. Each department paying \$1,000. Ads will run for four weeks.

Total investment: \$1,000

WNWM

Audience targeting, search targeting, contextual targeting, geo-optimizing, site specific

Total investment: \$30,000

TOTAL INVESTMENT: \$58,150.00

Miscellaneous- free

Social media posts

Press releases

Waiting room video

Posters in branch offices

Greenville and Alma radio interviews

Clinton County Transit flyers posted in busses