



## 2019 ACHD COMMUTERIDE MARKETING COST ABSTRACT

MARKETING TASKS	Oliver Russell and Associates		
	QUANTITY	UNIT COST	TOTAL COST
Message Copy and Elements	66.67	\$150	\$10,000.50
Marketing Initiative(s) and Materials	133.33	\$150	\$19,999.50
Commuter Specific Marketing Initiative(s)	300	\$150	\$45,000.00
Collateral Materials	166.67	\$150	\$25,000.50
Marketing/Advertising Consulting Services	333.33	\$150	\$49,999.50
<b>TOTAL COST AMOUNT:</b>			<b>\$150,000.00</b>
<b>NOTE: UNIT COST IS PER HOUR</b>			