

IMMEDIATE NEED REQUEST

2017-18

Requested by: Marketing and Communication

Location

(Fill-in)

Reviewed By (Signature):

Department or Unit:

Marketing and Communication

Uyen Mai

Division:

President's Office

Vice President:

n/a

Outcome:

Date to VP:

2/9/2018

Date to Cabinet:

Budget Request(s)

Justification for Request(s)

Funds Requested **

Funding Approved

(List in Priority Order)

An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.

Amount

One-time

Ongoing

1. Radio Advertising

Due to soft enrollment this Spring, we would like to try increasing radio advertising to popular music stations. A survey of Mt. SAC students found people 16-20 and 21-25 most preferred Hip-hop and R&B music. We would like to advertise on Real FM (R&B) and KPWR (Hip-hop).

\$47,000

x

Account Number(s):

11000-505000-583000-671000

2.

Account Number(s):

3.

Account Number(s):

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.

ADVANTAGE INTEGRATED MEDIA

Brad Goldman
President

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KPWR

Total Announcements 64 (+ 20 no charge rotators)
\$21,800.00 Investment
Net Reach 626,600
Gross Impressions 1,132,200
Freq. 1.8
CPM \$19.24

KRRL

Total Announcements 64 (+ 18 no charge rotators)
\$23,820.00 Investment
Net Reach 550,200
Gross Impressions 1,291,000
Freq. 2.3
CPM \$18.45