

COVID-19 Vaccine Outreach Budget

	1 month	2 month	
Flyers	\$ 135.00	\$ 135.00	paper and copying
VN ads	\$ 1,400.00	\$ 1,400.00	
Billboard	\$ 2,150.00	\$ 2,000.00	1 spot for 1 month each, 1st month \$150 for vinyl
Banners (6)	\$ 1,332.00		
Direct mail	\$ 7,500.00		22,051 residences (92028, 92088, 92003)
temp staff	\$ 7,680.00	\$ 7,680.00	2 temp staff, bilingual, cust. Service/event support
	\$ 20,197.00	\$ 11,215.00	

Total 2 month investment **\$ 32,164.00**

Reimburse Palomar College for event days

4 days EST: \$ 752.00