

**MDA Visit Mississippi
 FY20 Tourism Development Grant
 Anticipated Media Breakout Form**

Logo required on all advertising

PRINT MEDIA (Newspaper, Magazine)

Name of Publication	Designated Market Area (city/county)	Net Cost Newspaper	Net Cost Magazine

TOTAL PRINT MEDIA: \$

BROADCAST MEDIA (Radio, TV)

Name of Radio/TV Station	Designated Market Area (city/county)	Net Cost Radio	Net Cost Television

TOTAL BROADCAST MEDIA: \$

Entertainment

Name	Description	Total Cost

TOTAL Entertainment: \$

Rental/Other

Company	Description	Total Cost

TOTAL Rental/Other: \$

BILLBOARDS

Name of Supplier	Location	Net Space Cost

TOTAL BILLBOARD: \$

INTERNET MEDIA (Social Media and Banner ads)

Source of Placement	Description	Net Cost

TOTAL INTERNET MEDIA: \$

WEB SITE DEVELOPMENT / UPGRADES

Expense Description	Total Cost

Total WEB SITE DEVELOPMENT: \$

TOTAL ADVERTISING/ENTERTAINMENT/RENTAL COSTS: \$

TOTAL TOURISM DEVELOPMENT GRANT FUNDS REQUESTED: \$

THE ADVERTISING/ENTERTAINMENT/RENTAL TOTAL MUST BE EQUAL TO OR MORE THAN THE GRANT AMOUNT REQUESTED.

We realize that media placement plans and associated costs may change. However, knowing the anticipated media plan will assist us in better evaluating the grant application.