

Tracking Advertising and Marketing Cost

COUNT	If Outsourced (Cost of)	If Developed In-House (Include)	Hybrid (In-House/Outsourced)
NATIONAL MEDIA - Display the sum of costs for centrally placed advertising.	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Magazines. The amount of funds expended for the media and production of magazine advertisements (on and off base) directed at the Military Service member.			
Newspapers and/or Supplements. The amount of funds expended for the media and production of newspaper and supplemental advertisements (on and off base) directed at the Military Service member.			
Outdoor. The amount of funds expended for the media and production of outdoor (billboards, mall posters, etc.) advertisements directed at the Military Service member.			
Transit. The amount of funds expended for the media and production of transit (taxi, bus, subway placards, etc.) advertisements directed at the Military Service member.			
Public Service Announcements: Radio and Television. The amount of funds expended for production of advertisements to be aired on radio or television (on and off base), which require no media costs and are directed at the Military Service member.			
Paid Radio. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at the Military Service member.			
Paid Television. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at the Military service member.			
Films. The amount of funds expended for the media and production of films used as advertisements directed at the Military Service member.			
LOCAL and/or REGIONAL	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Media and production costs for advertisements (yellow pages, radio, newspapers, etc.) placed at the local and/or regional level (brigade, battalion, or main station) and directed at the Military Service member.			
DIRECT MAIL	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C

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<p>Show costs attributed to direct mail aimed at the Military Service member. Show distribution and list costs under media, and printing and assembly costs under production.</p>			
<p style="text-align: center;">LEAD FULFILLMENT</p> <p>Show costs attributed to lead fulfillment directed at the Military Service member. Display costs for processing national level inquiries (mail and telephone) including toll-free lines. Include printing costs of coupons and pop-up cards in production costs under printed materials and literature. This category should indicate most costs are attributed to production.</p>	<p>Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)</p>	<p>Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)</p>	<p>Cost of column B & C</p>

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SALES PROMOTION	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Display costs of incentive items for promotional and publicity purposes. Show production and media costs attributed to sales promotion (calendars pencils, and key chains) directed at influencing enrollment of the Military Service member.			
MARKETING RESEARCH	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Show production and media costs attributed to market research directed at the Military Service member. Include cost of advertising agency contract spent on marketing research (to include cost of advertising agency subcontractors).			
Market Research - new program development (if the effort is to attract NEW military/veteran students).			
PRINTED MATERIAL AND LITERATURE	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Show production and media costs associated with printed materials and literature directed at the Military Service member. Include in this category the cost of flyers, posters, and brochures. This category should indicate that most costs are production. - 100% cost			
OTHER	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
This category is for all miscellaneous advertising expenditures not specifically identified with any of the other categories listed. If applicable, identify separately under this category such expenses as educational liaison programs and other research costs. As a non-add item; identify separately distributed expenses (i.e., Agency Field Executives, contractor, talent, and distribution costs, etc.).			
RETENTION/RECRUITING	Rate Charged by Agency * Portion that targets Military (i.e. total cost of ad * Percentage directed at Military = Cost)	Total number of Full-Time-Equivalent Employees working project, including Student Workers worked during 2013-2014 Academic Year (FTE * Avg Salary = Cost)	Cost of column B & C
Public Relations (not recruiting related)			
Admissions Advisors and admissions events (Recruiting)			
Public web development, general information for all students (recruiting related but not specifically military)			
Marketing directors (recruiting related)			

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Site directors (% is recruiting related, not entire effort)			
Salaries of outreach personnel			
TOTAL			
Provide a total of all advertising, marketing and recruitment costs (rows 3 through 32) directed at the Military Service member.			
CALCULATIONS			
a) Total dollar value of advertising, marketing and recruitment budget			
b) Percentage of total budget for advertising, marketing and recruitment targeting service members			