



2020-2021 DLANC Elections Outreach Budget

| ITEM | UNITS | CPU | TOTAL COST | USE |
|-----------------------------------|-------|------|------------|--|
| Facebook/Instagram/YouTube Ads | 1 | 2500 | 2500 | Digital Advertising of VBM Process & Important Dates |
| MVS Media (Mobile Billboard) | 1 | 1200 | 2400 | Digital Billboard for Skid Row Voter Education |
| Candidate Flier | 500 | 500 | 500 | DTLA Printers |
| Content Production/Graphic Design | 1 | 1500 | 1500 | Digital Content Production (Graphics/Video) |
| TOTALS | 503 | 5700 | 6203 | |