



Response to Questions on the FY 2010 County's Line of Business & Schools Program Review Processes Fall 2008

Request By: Supervisor Foust

Question: Please provide additional information on the impact of eliminating all advertising in the EDA budget. Is there a breakpoint where some small amount of funding brings little to no benefit to the County? Are there other reduction options that would allow for some meaningful amount of the advertising budget to be maintained?

Response: With regard to a potential breakpoint where a small amount of advertising brings limited benefits, because of rising costs the EDA has already cut back the vast majority of its advertising campaign to six months of the year. EDA already is mostly "dark" for half a year in order to have a significant amount of frequency in the other six months. Therefore, any further reductions would make this small amount ineffective.

In terms of other reduction options that would allow for some meaningful amount of advertising budget to be maintained, the EDA is investigating "co-operative" advertising options with potential partners with similar advertising goals and messages. Co-op ads typically involve two or more organizations pooling their advertising when appropriate. This would allow EDA to stretch a small portion of the EDA advertising dollars (perhaps as much as \$16,000 in the first year).

The top four areas of advertising spending in FY 2009 are:

1. Media placements: \$500,000
2. Retainers: \$285,000 (Advertising and PR)
3. Production: \$55,000
4. Web site: \$30,000

The top four areas of media placements in FY 2009 are:

1. National Public Radio - \$298,350
2. Paid search placements - \$95,000
3. Contextual banner advertising - \$85,350
4. Tech wire news digests - \$21,263