

90-Day Spending Plan
 2nd Quarter: October - December 2009
 Ipsos Reid

Category of Commodities/Services to be Procured	Estimated Spend	Location	Anticipated Vendor, if applicable
Printing	\$10,000	Orlando	Trademark Press
Office Supplies	\$1,500.00	Orlando	Cunninghams
Promotional Materials	\$7,500.00	Madiera Beach	Advertising Concepts of Madiera
Advertising Outreach	\$8,000.00	Orlando	Bell South, Sprint & Verizon
Advertising Outreach	\$300.00	Orlando	Trebloc Tech
Exhibits	\$2,500.00		Miscellaneous
Advertising Outreach	\$25,000.00		CBS Outdoor, Clear Channel, Lamar
Market Research/Tracking Spanish Callbacks & Hispanic Oversample	\$12,000.00	Lake Worth	Profile Marketing Research
Total Projected Spend:	\$66,800.00		