

Media Committee Proposed 2024 Presidential Primary and General Elections Media Budget

MEDIA OUTLET	LANGUAGE	INFO	PRIMARY PP (FY 24)	GENERAL PG (FY 25)
DIGITAL				
Google AdWords	ALL	Google search engine	\$ 13,877.00	\$ 13,877.00
DIGITAL SUBTOTAL			\$ 13,877.00	\$ 13,877.00
PRINT				
African Mirror Newspaper	English	7,500 per month, w/ 75 MoCo distribution spots (supermarkets, bus stops, small business).	\$ 2,875.00	\$ 2,875.00
Senior Beacon Newspaper	English	200,00 per month w/ 2,400 distribution sites.	\$ 1,823.00	\$ 1,823.00
The Korea Times	Korean	35,000 copies every day from Monday to Friday.	\$ 2,300.00	\$ 2,300.00
Washington Chinese News	Simplified Chinese	10,000 issues a day, 4x days a week w/ 50 distribution locations in MoCo.	\$ 3,000.00	\$ 3,000.00
Washington Hispanic	Spanish	45,000 per week, w/ MoCo +2,500 distribution spots in DMV (Metro stations, bus stops & supermarkets).	\$ 3,000.00	\$ 3,000.00
Atref Advertisements, LLC (FY22 & FY23)	Amharic	Distributed in more than 100 places including markets, restaurants and different businesses in the DMV. The total circulation is 8,000 copies/month.	\$ 1,000.00	\$ 1,000.00
Vietnamese American Services (FY22 & FY23)	Vietnamese	Develop online/social media Ad campaign, newsletter, mailing, flyer distribution, Senior Day program development and translation services.	\$ 1,000.00	\$ 1,000.00
PRINT SUBTOTAL			\$ 14,998.00	\$ 14,998.00
RADIO				

Radio America (900AM)	Spanish	Talk-formatted info, entertainment & Latin music	\$ 5,000.00	\$ 5,000.00
WLZL (Radio El Zol (107.9FM_Entercom/Audacy)	Spanish	Spanish tropical/urban adult contemporary.	\$ 5,000.00	\$ 5,000.00
WMAL (105.9FM-Cumulus Media)	English	News Talk	\$ 5,000.00	\$ 5,000.00
WMMJ (Majic 102.3 & 92.7FM-Urban One)	English	Urban adult contemporary	\$ 3,000.00	\$ 3,000.00
WPGC (95.5FM-Entercom/Audacy)	English	Urban contemporary.	\$ 5,000.00	\$ 5,000.00
WTOP (103.5FM-Hubbard Broadcasting)	English & Spanish	Commercial all-news radio station	\$ 6,500.00	\$ 6,500.00
WASH (97.1FM-iHeartMedia)	English	Adult contemporary	\$ 3,000.00	\$ 3,000.00
WIHT (HOT 99.5FM--iHeartMedia)	English	Adult album alternative	\$ 3,000.00	\$ 3,000.00
WMZQ-FM (98.7FM--iHeartMedia)	English	Country music radio	\$ 3,000.00	\$ 3,000.00
WWDC-FM (DC 101--iHeartMedia)	English	Alternative rock radio	\$ 3,000.00	\$ 3,000.00
RADIO SUBTOTAL			\$ 41,500.00	\$ 41,500.00
TOTAL			\$ 70,375.00	\$ 70,375.00