

Motion: The PI committee is requesting \$11,780 for payment to Insight Street Media for a 12- week media campaign on Suffolk County Buses.

This would be a 12-step outreach initiative. The amount would pay for 10 Queen size ads on the side of the bus and 40 interior cards with hotline and website info in both English and Spanish.

Here is an image of an advertisement that Nassau County is currently running on their buses:



Insight Street Media Long Island pricing info

The pricing on the Queens (side of the bus) is as follows:

- 10 Queen sized bus ads – 30” high x 88”wide
- 12 week campaign
- \$7500 for ad space and \$1100 for Production - Grand total: \$8600

40 Interior Cards for 12 weeks – total of \$3180.00. The ad space is \$2700.00 and the Production is \$480.00.

Typically 2 cards would go in each bus so that 20 buses would have cards displayed.

The sizes of the interior cards are 11” high by 28” wide.

Specs can be provided if we were to design on our own but then we'd also have to take care of printing in large format. The cards that go inside the bus could be possible to design and print on our own if we want to save on production cost; however, extra research would be required for that.

Production includes design, revisions, printing, and installation.

There is a possibility to choose target areas if needed. The locations for the bus yards are West Babylon, Bay Shore, Ronkonkoma, Coram, Southampton, and Greenport.

There will be advertising space available starting in September.

Suffolk currently has a large budget surplus. As per the treasurer, Roy, if we spent the \$11,780 on this (for bus sides and interiors), Suffolk would still have an excess of over \$7,500.

Lastly, Nassau and counties outside of our area, namely Miami have reported a noticeable increase in phone calls to the hotline since the ad started running. And we would hope to see the same.