

KOOL Media Budget Update (\$000)

	<u>Year Budget</u>	<u>Year Authorized</u>	<u>Actual YTD</u>	<u>Estimated Remaining</u>
Basic Media				
Newspapers	79	117	41	76
Supps	2,052	1,811	1,533	278
Mags	5,427	4,771	3,598	1,173
Outdoor	6,920	6,245	4,265	1,980
Transit	637	590	398	192
Beetleboards	149	138	85	53
Production	1,200	1,178	692	486
Misc.	117	257	6	251
Total Basic Media	18,581	15,107	10,618	4,489
Testing Allocation	50	105	91	14
Agency Fees	1,037	1,122	823	299
	<u>17,668</u>	<u>16,334</u>	<u>11,532</u>	<u>4,802</u>

NOTICE

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