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September 18, 2024

Georgia Trauma Commission  
248 W Jefferson Street  
Madison, GA 30650

Dear Finance and Budget Committee Members,

On behalf of Georgia Trauma Foundation and its Board of Directors, I am requesting additional funding support for FY25. Lenz, a full-service marketing agency, has designed a comprehensive public awareness initiative that will utilize radio, print, social media, and outdoor billboards. The supporting advertising campaign is designed to run from October 2024 through June 2025 at a cost of approximately \$154,000. We are requesting \$75,000 from the Georgia Trauma Commission.

This advertising campaign is a key element of a broader marketing strategy that aims to:

1. **Raise Awareness:** By informing the public about our mission and the services we provide, we can garner greater community support and engagement.
2. **Attract Donors:** Effective marketing strategies enable us to reach potential donors who are essential to sustaining our work and expanding our impact.
3. **Build Trust and Credibility:** Consistent and transparent communication through various media channels helps to build trust with our stakeholders, ensuring they understand and support our mission.
4. **Enhance Community Engagement:** Public relations efforts foster a sense of community involvement and ownership, encouraging individuals to take an active role in supporting our cause.

The advertising campaign will run simultaneously with our public relations campaign. It will cover four of the state's ten RTAC regions. Please see the attached document for additional details.

Thank you for considering our request. We are grateful for your ongoing support. Please feel free to contact our office at 404.394.2912 or [cheryle@georgiatraumafoundation.org](mailto:cheryle@georgiatraumafoundation.org) if you have any questions or require more information.

Appreciatively,

A handwritten signature in blue ink that reads "Cheryl Ward".

Cheryl Ward  
Executive Director

**GEORGIA TRAUMA FOUNDATION**

**ADVERTISING CAMPAIGN**

**Budget:** \$150K

**Length:** October 2024 - June 2025

**Geography:** Macon, Dublin, Columbus, Valdosta, Albany, Savannah, and Waycross

MEDIA	START	END	MONTHS	MONTHLY COST	TOTAL COST	GEOGRAPHY	ADDITIONAL DETAILS
<b>RADIO</b>							
<b>Streaming Radio Network</b>	October	June	4	\$6,000	\$24,000	Macon Dublin Columbus Valdosta Albany Savannah Waycross	Streaming audio placements of 15 and 30 second ads on Spotify, TuneIn and Pandora. Targeting individuals 25 and older who are located in Macon, Dublin, Columbus, Valdosta, Albany, Savannah, or Waycross.  Pricing is based on impressions served rather than ratings like with traditional radio. So we can ensure the impressions we're paying for are actually happening.  Estimated Total Impressions: 857,142 Estimated Monthly Impressions: 214,285 CPM: \$28
<b>PRINT</b>							
<b>The Macon Telegraph</b>	October	June	4	\$1,129	\$4,516	Macon	Bi weekly newspaper distributed to 5,900 print and digital subscribers.
<b>Courier Herald Newspaper</b>	October	June	4	\$2,235	\$8,940	Dublin	Published three times per week. Print circulation of 5,012.
<b>Columbus Ledger Enquirer</b>	October	June	4	\$1,365	\$5,460	Columbus	Bi weekly newspaper distributed to 4,700 print and digital subscribers.
<b>Valdosta Daily Times Newspaper</b>	October	June	4	\$2,506	\$10,024	Valdosta	Published four times per week. Print circulation of 7K.
<b>Albany Herald Newspaper</b>	October	June	4	\$1,880	\$7,520	Albany	Published three times per week (Tuesdays, Thursday, and Sundays). 4,291 print circulation.
<b>Savannah Morning News Newspaper</b>	October	June	4	\$3,247	\$12,988	Savannah	Published daily to a circulation of 8,926.
<b>OOH</b>							
<b>Macon Billboard</b>	October	June	3	\$2,589	\$9,108	Macon	Space: \$1,764 average price for billboard, \$824 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
<b>Dublin Billboard</b>	October	June	3	\$2,589	\$9,108	Dublin	Space: \$1,764 average price for billboard, \$824 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
<b>Columbus Billboard</b>	October	June	3	\$4,942	\$16,236	Columbus	Space: \$2,271 - \$2,671 average range for billboard. Production: \$705 per board.
<b>Valdosta Billboard</b>	October	June	3	\$2,177	\$7,872	Valdosta	Space: \$1,412 average price for billboard, \$765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
<b>Albany Billboard</b>	October	June	3	\$2,177	\$7,872	Albany	Space: \$1,412 average price for billboard, \$765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
<b>Savannah Billboard</b>	October	June	3	\$5,295	\$17,226	Savannah	Space: \$3,530 average price for billboard, \$1,765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
<b>Waycross Billboard</b>	October	June	3	\$1,942	\$7,167	Waycross	Space: \$1,059 - \$833 average price range for posters in area. Production: \$706
<b>SOCIAL MEDIA</b>							
<b>Meta (Facebook + Instagram)</b>	October	June	4	\$1,500	\$6,000	Macon Dublin Columbus Valdosta Albany Savannah Waycross	Meta display ads targeting individuals 25 and older who are located in Macon, Dublin, Columbus, Valdosta, Albany, Savannah, or Waycross.
<b>TOTAL</b>					<b>\$154,037.00</b>		