

Budget - the project throughout Israel for feu cities about 500,000 residents

Group	Details	Preparations	Required sum in thousands \$						Post project	Total \$	Total per group
			Week1	Week2	Week3	Week4	Week5	Week6			
Academic supervision	Accompaniment and media questions	1,800	200	400	400	600	600	1200	0	5,200	33,400
	Consultations and research – Eran team	1,000	500	0	0	500	0	1,000	0	3,000	
Effectiveness research	Pre-, during and post-research	8,400	0	0	8,400	0	0	0	8,400	25,200	
Strategy and coordination	Consistent follow-up	4,000	3,600	3,600	3,600	3,600	3,600	3,600	3,600	33,400	33,400
Creative	Creative ads development	2,000	0	2,000	0	0	0	2,000	0	8,000	12,000
	Producing materials and graphics	2,000	0	0	2,000	2,000	0	0	0	4,000	
Traditional media	Newspaper ads	0	12,000	12,000	12,000	12,000	12,000	12,000	0	72,000	270,000
	Billboards	0	18,000	18,000	18,000	18,000	18,000	18,000	0	108,000	
	Guerilla actions	0	15,000	15,000	15,000	15,000	15,000	15,000	0	90,000	
Activity on social networks and digital media	Purchasing online media	0	50,000	50,000	50,000	50,000	50,000	50,000	0	300,000	316,100
	Updating main site	600	0	0	0	0	0	0	0	600	
	Operating YouTube channel	500	1,000	1,000	1,000	1,000	1,000	1,000	0	6,500	
	Operating Facebook page	0	1,500	1,500	1,500	1,500	1,500	1,500	0	9,000	
Explanatory video	Documentation and editing	0	1,400	0	1,400	0	1,400	0	1,400	5,600	5,600
Public relations	Including crisis management	3000	6,500	6,500	6,500	6,500	6,500	6,500	6,000	48,000	48,000
Total sum:		23,300	109,700	110,000	119,800	110,700	109,600	111,800	19,400	718,500	718,500

The budget is divided as follows:

83,3% Media - changes may be made in sections of the media, but the budget framework will remain unchanged.

5,5 % Academic supervision, Research, Development and Documentation. 4,6% Strategy, Coordination. 6,6% Public relations.