

Budget - the project throughout Israel for the entire population of Israel (not counting Arab towns) 6,200,000 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	800	800	800	800	800	800	800	7,400	100,400
	Consultations and research – Eran team	3,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	0	
Effectiveness research	Pre-, during and post-research	27,000	0	0	27,000	0	0	0	27,000	81,000	
Strategy and coordination	Consistent follow-up	12,000	18,600	18,600	18,600	18,600	18,600	18,600	5,000	128,600	128,600
Creative	Creative ads development	8,000	0	6,000	0	6,000	0	6,000	0	26,000	46,000
	Producing materials and graphics	8,000	0	0	6,000	0	6,000	0	0	20,000	
Traditional media	Newspaper ads	0	70,000	70,000	70,000	70,000	70,000	70,000	0	420,000	1,380,000
	Billboards	0	70,000	70,000	70,000	70,000	70,000	70,000	0	420,000	
	Guerilla actions	0	90,000	90,000	90,000	90,000	90,000	90,000	0	540,000	
Activity on social networks and digital media	Purchasing online media	0	386,000	386,000	386,000	386,000	386,000	386,000	0	2,316,000	2,389,000
	Updating main site	1,000	0	0	0	0	0	0	0	1,000	
	Operating YouTube channel	0	6000	6000	6000	6000	6000	6000	0	36,000	
	Operating Facebook page	0	6000	6000	6000	6000	6000	6000	0	36,000	
Explanatory video	Documentation and editing	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	11,200	11,200
Public relations	Including crisis management	15,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	64,000	64,000
Total sum:		77,200	657,300	663,300	690,300	663,300	663,300	663,300	41,200	4,119,200	4,119,200

The budget is divided as follows:

92% Media - changes may be made in sections of the media, but the budget framework will remain unchanged. 5% Academic supervision, Research, Development and Documentation. 3% Strategy, Coordination and Public relations