SENATE BILL #1381

Title: WSSAPIRG Publicity Funding

Codification Number:

Introduced: November 18, 1980

Thesis:

Sponsor: Rusty Aims

1. Be it enacted by the Student Senate of the Associated Students of the University of Wyoming that $857.00 be allocated for the WASSPIRG (WYSPIRG)
2. publicity campaign and petition drive. The purpose of this publicity
3. campaign and petition drive is to determine and generate student interest
4. in WYSPIRG. The cost breakdown would be as follows: $240.00 for
5. brochures, $35.00 for leaflets, $75.00 for posters, $151.00 for BI
6. advertising, and $356.00 for 100 t-shirts.

Referred to: Finance Appropriations, Finance Budget

Date of Passage: December 9, 1980

Signed: [Signature]

ASUW Senate Chairperson

"Being enacted on December 10, 1980, I do hereby sign my name hereto
and approve this Senate action." [Signature]

ASUW President
PROMOTIONAL BREAKDOWN FOR WSSAPIRG PROJECT:

Price estimates from Dana Boucher, Assistant Publications Editor

Brochure
Stock - 70lb vellum
Color - India (cream)
Ink - Brown
Amount - 6,000
Format - 8½ x 11 tri-fold
Cost from duplicating @ .033¢/sheet - about $200.00
Minimum 2 week printing time needed, possibly 3 weeks if printed on two sides

Leaflet
Stock - 20 lb U.W. Bond
Color - Buff
Ink - Brown
Amount - 2,000
Format - 8½ x 11
Duplicating cost @ .026/sheet - estimated $35.00

Poster
Must be bid out. Takes 6 weeks for bidding process (10 days for bidding, minimum 4 weeks printing).
Specs are needed by Tuesday, November 25 for January 10 delivery date.
Size - 11 x 17
Amount - 100
Estimated price - $75 - $100

Branding Iron Advertising
Campus rate - $2.15/column inch
8 run dates desired:
  two half-page ads
  six 2 x 5 ads
Each half page is $86 (2.15 x 40)
Each 2 x 5 is $21.50 (2.15 x 10)

\[2 \times 86 = 172.00 \\
\[
6 \times 21.5 = 129.00 \\
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\[\text{Total} = 291.00\]

Cost Summary:

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<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Brochure</td>
<td>$200.00</td>
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<tr>
<td>Leaflet</td>
<td>$35.00</td>
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<tr>
<td>Poster</td>
<td>$150.00</td>
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<tr>
<td>BI Advertising</td>
<td>$291.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$676.00</strong></td>
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