

SENATE BILL #1381

Title: WSSAPIRG Publicity Funding

Codification Number:

Introduced: November 18, 1980

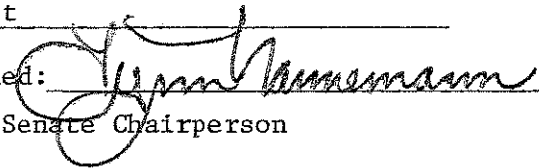
Thesis:

Sponsor: Rusty Aims

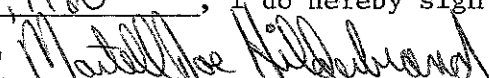
1. Be it enacted by the Student Senate of the Associated Students of the
2. University of Wyoming that \$857.00 be allocated for the WAASPIRG (WYSPIRG)
3. publicity campaign and petition drive. The purpose of this publicity
4. campaign and petition drive is to determine and generate student interest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

Referred to: Finance Appropriations, Finance Budget

Date of Passage: December 9, 1980

Signed: 

ASUW Senate Chairperson

"Being enacted on December 10, 1980, I do hereby sign my name hereto  
and approve this Senate action."  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 x 86 = \$172.00  
6 x 21.5 = \$129.00  
\$291.00

Cost Summary:

Brochure	\$200.00
Leaflet	35.00
Poster	150.00
BI Advertising	<u>291.00</u>
	\$676.00