

**NY OPEN FOR BUSINESS
START-UP NY
Commitments as of 6/30/14**

Job Type		Total Dollars*
BBDO Administrative & Creative Services (Labor)	BBDO administrative and creative services for marketing and advertising campaigns for START-UP NY.	1,450,603
Costs for Specialized Marketing and Communication Services (Labor)	Specialized marketing costs for START-UP NY including development of a prospect database, management and reporting on prospect tracking, training on prospect management for ESD personnel across the state, website development, PR initiatives and e-mail marketing.	2,713,592
Media - TV and Radio Advertisements	TV advertising purchases for START-UP NY on national networks (e.g. CNBC, CNN, MSNBC) covering all U.S. Markets as well as local NY State media markets to encourage expansion of NY State businesses in-state.	28,706,220
Media - Print Advertisement	Print advertisements in national newspapers and magazines read by target executives and site selectors.	303,633
Media – Digital and Priority Search Engines	Digital ads and priority search status in search engines for START-UP NY	292,054
Media - Direct Advertising	Direct mail advertising for START-UP NY campaign.	1,575
Production Costs	All costs to produce creative materials including TV commercials, print ads, collateral materials and digital ads.	977,108
Other Marketing Costs	Sponsorships, events, marketing events, and other miscellaneous marketing costs.	403,396
TOTAL		\$34,848,181

* Figures are based upon commitments, not actual spending.