

Cochise County Vaccine Awareness Marketing Campaign Budget		Contract Start Through 12 Months					
		Title/ Description	Staff Name	Hourly/Rate	Total Hours/Staff	Percent of Project Time	Amount
Salaries & Wages	Executive Director	James Corbett	\$100.00	100	13%	10,000	5%
	Executive Creative Director	Elise Plakke	\$85.00	130	17%	11,050	6%
	Senior Public Health Consultant	Kate Bailey	\$75.00	120	16%	9,000	6%
	Project Manager	Ivonne Hernandez	\$65.00	150	20%	9,750	7%
	Public Health Consultant	Lauren Le	\$60.00	100	13%	6,000	5%
	Content Strategist	Jenene Singh	\$50.00	155	21%	7,750	7%
	Total Salaries & Wages				755	100%	53,550
Fringe 15%	Executive Director	James Corbett				1,500	
	Executive Creative Director	Elise Plakke				1,658	
	Senior Public Health Consultant	Kate Bailey				1,350	
	Project Manager	Ivonne Hernandez				1,463	
	Public Health Consultant	Lauren Le				900	
	Content Strategist	Jenene Singh				1,163	
	#NAME?					8,033	
	Total Personnel Costs					61,583	
Other Direct Costs	Media Buy (55/45)					86,000	
	Presentation and Marketing Materials					5,000	
	Travel					4,450	
	Creative Asset Generation Consultant - Art Directors, Designers, Writers, Photographers		\$150.00	140		21,000	
	Total Non-Personnel Program Costs					116,450	
Admin/Overhead	Indirect Expenses - 10%					17,803	
	Total Budget Period					195,836	