

4. Budget

Expenditure:	
Billboard production — Print and installation costs for 4 x billboards	\$4,880
Digital file preparation	\$500
Source imagery documentation	\$500
Billboard documentation	\$750
Artist fees (\$750 x 4)	\$3,000
Curatorial fee	\$500
Administration costs	\$500
Total:	\$10,630

Timeline:

Late November	Invite artists / studio visits to discuss image selection
Early December	Technician prepares digital files to production company's specifications
Mid December	Submit files to production company (one-week turnaround)
Late January	Installation of first two billboards
Late January	Document first two billboards
Early February	Promotion of project: media releases, website, social media, email out
Late August	Deinstall first two billboards and install second two billboards
Late August	Document second two billboards
Early September	Promotion of project: media releases, website, social media, emailout