

CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION
BUDGET

PUBLIC SERVICE ADVERTISEMENTS

YOUTH INITIATIVES

Development Costs (from existing budget)

1)	Focus group testing to develop basic themes	\$44,000
2)	Script development & storyboards (@ \$250/script)	2,500
3)	Focus group testing of storyboards	<u>40,000</u>
	Total	\$86,500

Estimated Production Costs (would require new budget authority)

1)	Production of 6 - 8 television ads (\$30,000/ad)	\$180,000 - \$240,000
2)	Distribution and duplication through PSA Network	<u>50,000</u>
	Total	\$230,000 - \$290,000

TIMN 0058298