

A Five-Year Budget to Reach Over 1 Billion People

Media Strategy	PHASE 1			PHASE 2		5 YEAR TOTAL
	2018	2019	2020	2021	2022	
Prime-Time Television	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$6,000,000
Power to Change Book @ \$1 each	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$5,000,000
Public Transport: Taxis, Buses, Trains	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$4,000,000
Daily Newspapers	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$3,000,000
Billboards	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$2,500,000
One-on-one Evangelism	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$1,000,000
Call Center	\$160,000	\$160,000	\$160,000	\$160,000	\$160,000	\$800,000
Prime-time Radio	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$600,000
Local Magazines	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$500,000
Banners	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$500,000
SMS Text Messages	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$400,000
Internet	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$300,000
Special Events	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000	\$350,000
Mega Video Screens	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
TOTAL						\$25,050,000
	PHASE 1 TOTAL: \$15,030,000			PHASE 2 TOTAL: \$10,020,000		
Number of people Reached	220,600,000	220,600,000	220,600,000	220,600,000	220,600,000	1,103,000,000