

**MDA Visit Mississippi  
 FY22 Tourism Development Grant  
 Anticipated Media Breakout Form**

Logo required on all advertising

**PRINT MEDIA (Newspaper, Magazine)**

Name of Publication	Designated Market Area (city/county)	Net Cost Newspaper	Net Cost Magazine

**TOTAL PRINT MEDIA: \$**

**BROADCAST MEDIA (Radio, TV)**

Name of Radio/TV Station	Designated Market Area (city/county)	Net Cost Radio	Net Cost Television

**TOTAL BROADCAST MEDIA: \$**

**Entertainment**

Name	Description	Total Cost

**TOTAL Entertainment: \$**

**Rental/Other**

Company	Description	Total Cost

**TOTAL Rental/Other: \$**

**BILLBOARDS**

Name of Supplier	Location	Net Space Cost

**TOTAL BILLBOARD: \$**

**INTERNET MEDIA (Social Media and Banner ads)**

Source of Placement	Description	Net Cost

**TOTAL INTERNET MEDIA: \$**

**WEB SITE DEVELOPMENT / UPGRADES**

Expense Description	Total Cost

**Total WEB SITE DEVELOPMENT: \$**

**TOTAL ADVERTISING/ENTERTAINMENT/RENTAL COSTS: \$**

**TOTAL TOURISM DEVELOPMENT GRANT FUNDS REQUESTED: \$**

**THE ADVERTISING/ENTERTAINMENT/RENTAL TOTAL MUST BE EQUAL TO OR MORE THAN THE GRANT AMOUNT REQUESTED.**

*We realize that media placement plans and associated costs may change. However, knowing the anticipated media plan will assist us in better evaluating the grant application.*