

Machado García-Serra

Florida

Lottery Procurement Opportunities Report

October - December 2011

Purchase Category	Description	Estimated Budget	Procurement Method	Location
M	Generic Scratch Off TV Media	\$321,750	Various Media Vendors	Miami, Orlando, Tampa
M	Gold Rush / College Promo Radio Media	\$116,000	Various Media Vendors	Miami, Orlando, Tampa, Ft Myers
M	Holiday Scratch Off TV Media	\$353,375	Various Media Vendors	Miami, Orlando, Tampa
M	Holiday Scratch Off Radio Media	\$187,875.00	Various Media Vendors	Miami, Orlando, Tampa, Ft Myers
M	Holiday Scratch Off Internet Media	\$125,000.00	Various Media Vendors	Miami, Orlando, Tampa
M	Holiday Scratch Off Haitian Radio Media	\$15,300.00	Various Media Vendors	Miami
M	Live Reads Radio Media	\$106,600.00	Various Media Vendors	Miami, Orlando, Tampa
P	Generic Scratch Off TV Production	\$149,616.00	Various Production Vendors	Miami
P	College Promo Radio Production	\$1,226.50	Various Production Vendors	Miami
P	Gold Rush Radio Production	1,171.50	Various Production Vendors	Miami
P	Holiday Scratch TV Production	\$125,000.00	Various Production Vendors	Miami
P	Holiday Scratch Radio Production	\$2,000.00	Various Production Vendors	Miami
P	Holiday Scratch Off Haitian Radio Production	\$2,000.00	Various Production Vendors	Miami
Total Projected		\$1,505,743		