

90-Day Spending Plan  
 1st Quarter: July-September 2010  
 St. John & Partners

<b>Category of Commodities/Services to be Procured</b>	<b>Estimated Spend</b>	<b>Location</b>	<b>Anticipated Vendor, if applicable</b>
Product Promotion for \$100,000 Lucky for Life scratch-off including print & radio production	\$170,000	Statewide	Various Vendors
Product Promotion for NFL scratch-off including print, radio, TV production & broadcast	\$340,000	Statewide	Various Vendors
Product Promotion for Cash 3 1-Off including print, radio, TV production & broadcast	\$385,000	Statewide	Various Vendors
Product Promotion for \$5 Royal Caribbean scratch-off including print, radio, TV production & broadcast	\$560,000	Statewide	Various Vendors
Mechanical Billboard Sign Lease	\$188,325.20	Statewide	OMG-existing contract
Carrier Station: TV	\$563,860	Statewide	Various Stations (existing contract)
Static Billboard Sign Lease	\$990,075.73	Statewide	OMG-existing contract
Digital Billboard Sign Lease	\$221,274.90	Statewide	OMG-existing contract
Traffic Sponsorships	\$199,083.50	Statewide	Various Stations/existing contract
<b>Total Projected Spend:</b>	<b>\$3,617,619.33</b>		