

90-Day Spending Plan  
 2nd Quarter-FY2011-2012  
 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 Scratch Tickets: includes TV and radio production and broadcast media	\$ 480,000.00	Statewide	Various vendors
Product Promotion for Holiday Promotion: includes TV and radio production and broadcast media	\$ 1,400,000.00	Statewide	Various Vendors
Mechanical Billboard Sign Lease	\$ 165,000.00	Statewide	OMG- existing contract
Carrier Station Sponsorships	\$ 450,000.00	Statewide	Various Stations/existing contract
Static Billboard Sign Lease	\$ 1,288,225.00	Statewide	OMG- existing contract
Digital Billboard Sign Lease	\$ 291,000.00	Statewide	OMG- existing contract
Print Publications	\$ 60,000.00	Statewide	Various Vendors
<b>Total Projected Spend:</b>	<b>\$ 4,134,225.00</b>		