

GoCary Marketing Expenditures Report

VENDOR	SOURCE	Total Amount FY 2022	Total Amount FY 2023	Total Amount FY 2024	Total Amount FY 2025	Total Amount FY 2026	Total Amount FY 2027
WRAL FM	Radio Traffic Sponsorship	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00		
CBC Digital Audio	Radio - Podcast			\$ 1,500.00			
CBS 17	My Carolina			\$ 4,500.00			
Cary Magazine	Social Media videos and Magazine Ads				\$ 4,410.00	\$ 3,000.00	
La Notica	La Noticia Digital					\$ 2,658.00	\$ 3,000.00
Que Pasa	Que Pasa Digital & Print		\$ 9,864.00	\$ 13,000.00			
NCSU RoundAbout	Print + Social Media	\$ 700.00	\$ 1,090.00	\$ 1,050.00	\$ 1,190.00	\$ 1,150.00	\$ 2,000.00
Triangle Digital	Digital Ads + Magazine ads			\$ 6,750.00	\$ 8,935.00	\$ 2,000.00	\$ 1,000.00
Facebook / Instagram	Paid Social Media			\$ 546.81	\$ 2,176.30	\$ 5,000.00	\$ 5,000.00
Google	Digital Ads					\$ 6,000.00	\$ 4,000.00
Spectrum	TV, Digital Ads					\$ 30,000.00	\$ 30,000.00
Sean B.	Marketing designs			\$ 8,775.00	\$ 17,552.46	\$ 10,000.00	\$ 10,000.00
Downtown Cary Map	Brochure Ads			\$ 1,440.00	\$ 1,440.00	\$ 1,440.00	\$ 1,440.00
DMV	TV Carousel		\$ 1,800.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00
Peyote DigitalP	Video Production					\$ 10,000.00	
Avenir Bold	Digital ads, Streaming Radio, Hispanic Radio		\$ 19,500.00				
Curtis Media	Social Media Video					\$ 1,000.00	
SpringBoard	Swag (Average 15k-25k)	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Performance Prints				\$ 9,711.90	\$ 9,545.34	\$ 5,000.00	\$ 5,000.00
IMP - Prints			\$ 2,121.27	\$ 1,382.16	\$ 1,333.77	\$ 8,950.57	\$ 5,000.00
TOTAL		\$ 44,700.00	\$ 78,375.27	\$ 96,255.87	\$ 94,182.87	\$ 109,798.57	\$ 90,040.00

TO002-M	Marketing of New Bus Services	The Town of Cary/GoCary will continue to market GoCary services and will also incur public outreach expenses associated with the expansion of Wake Transit Plan services within its service area. Marketing and public outreach expenses identified by GoCary include: Advertising, printing, supplies, contracted services, professional development and training, public notices.
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