

Can you please advise on the overall annual budget for this assignment? Can you provide a breakdown of anticipated agency manpower hours vs out of pocket costs, such as printing and paid media? Will purchases and media be paid on commission or will this account require net purchases?

**Posts: 0**

**Joined: Wed Mar 09, 2011 5:38 pm**

[Top](#)

---

by [ChristinaH](#) » Thu Mar 10, 2011 1:25 pm

Thank you for your inquiry. DSHA's marketing budget is dependent upon revenue from our various products and services -- especially our homeownership loan programs, which are self-sustaining. As a result of the economy, production has fluctuated over the past years. Consequently, our marketing budget has fluctuated as well. DSHA has allocated approximately \$100,000 to \$200,000 in past years to all marketing expenses (including events, print, radio, television, internet, brochures, etc.). Currently, most work is done in-house and media buys are placed directly.

DSHA is seeking proposals that help to develop a feasible budget, recommend planned actions, as well as map the steps to take to accomplish marketing goals. We are looking for creative ideas and suggestions on how to get the best return on the investment of our marketing funds.

More specific historical information will be made available to the vendor selected through this RFP process.

I hope this information is helpful. Again, thank you for your interest.