

<h2>Detailed Project Budget for Grant Funds</h2> <p>Harn 30th Anniversary Year and major exhibitions.</p>	<p>The Harn Museum of Art is a part of an educational institution, The University of Florida, but our primary organizational purpose is to attract audience members.</p>
Print Advertising	Cost
<p>Arbus Magazine (Jacksonville Arts and Business)</p> <p>1/3 page ad in Spring issue (Mar/Apr), includes additional media coverage for "A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers." Includes email distribution and online article for the Harn's 30th Anniversary with mention of special exhibitions.</p> <p>1/3 page ad in Summer issue (July/Aug). Includes additional calendar feature and email listing for "Shadow to Substance"</p>	<p>\$1,000</p> <p>\$1,000</p>
Online Advertising	
<p>Smart Reach Digital Online Ads</p> <p>100,000 impressions on various websites advertising "Breaking the Frame" for 2/3 months depending on in-kind.</p> <p>100,000 impressions on various websites advertising "A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers." for 2/3 months depending on in-kind.</p> <p>Various Facebook/Instagram advertising boosting advertising "Breaking the Frame" exhibition and related programs.</p> <p>Various Facebook/Instagram advertising boosting the "A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers." exhibition and related programs.</p> <p>Various Facebook/Instagram advertising boosting the Harn's 30th Anniversary.</p> <p>YouTube advertisements for the Harn's 30th Anniversary on YouTube homepage or while watching videos.</p>	<p>\$1,500</p> <p>\$1,500</p> <p>\$500</p> <p>\$509</p> <p>\$799.42</p> <p>\$1,000</p>

Radio	
<p>Radio - 98.5 KTK and 103.7 WRUF The Gator</p> <p>Approx. 150 commercials split among the stations advertising "Breaking the Frame".</p> <p>Approx. 150 commercials split among the stations advertising "A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers."</p> <p>Radio – WUFT-FM NPR 89.1</p> <p>Approx. 150 commercials featuring the Harn’s 30th Anniversary year and "Breaking the Frame" and "A Florida Legacy: Gift of Samuel H. and Roberta T. Vickers."</p>	<p>\$2,500</p> <p>\$2,500</p> <p>\$2,800</p>
Total Requested funds from the Nature and Culture Destination Enhancement Grant Application:	\$15,608.42

