

Pennsylvania Dairy Princess and Promotion Services, Inc.
VALUE OF ACCOMPLISHMENTS OF
2010-2011 COUNTY DAIRY PRINCESSES & THEIR COMMITTEES

	Total Dollar Value
School Programs	
Preparation Time 1 hour	
Travel Time 1 hour	
Presentation .5 hour	
Total time: 2.5 hours x \$20.00 = \$50.00 x 2,461 school programs =	\$132,050.00
Newspaper Articles	
Writing & Submitting Article 1 hour	
Total time: 1 hour x \$10.00 = \$10.00 x 641 articles =	\$6,410.00
Cost of Printing 8 inch column 8 inches x \$34.50 per inch = \$276.00	\$276.00 x 641 articles = \$176,916.00
Radio & TV Appearances	
Preparation Time 1 hour	
Travel Time 1 hour	
Recording Spots .5 hour	
Total time: 2.5 hours x \$10.00 = \$25.00 x 719 spots =	\$17,975.00
Cost of running 30 second spot \$35.00 per spot	\$35.00 x 719 spots = \$25,165.00
Store/Mall Promotions	
Preparation Time 2 hour	
Travel Time 1 hour	
4 hour shift 4 hour	
Total time: 7 hours x \$20.00 = \$150.00 x 898 store promotions =	\$134,700.00
Non-Dairy Presentations	
Preparation Time 2 hour	
Travel Time 1 hour	
Presentation .5 hour	
Total time: 3.5 hours x \$15.00 = \$52.50 x 699 non-dairy presentations =	\$36,697.50
Dairy Meetings	
Preparation Time .5 hour	
Travel Time 1 hour	
Presentation .25 hour	
Total time: 1.75 hours x \$15.00 = \$26.25 x 213 farm meetings =	\$5,591.25
Special Events	
Preparation Time .5 hour	
Travel Time 1 hour	
Presentation 2 hour	
Total time: 3.5 hours x \$10.00 = \$35.00 x 596 special =	\$20,860.00
TOTAL VALUE OF ACTIVITIES CONDUCTED	\$556,364.75