

H. Pylori Deliverables

Note: Be sure to keep file and client copies!

Media Kits:

670 English, 170 Spanish

To media 500/100

To NPHICS 50/50

For briefing event: 100 English only

File 20/20

State Kits: 70 full kits

All English

To NPHICs 50

File 20 (minus tapes and extra media kits)

Print PSAs:

2,120 English, 570 Spanish

To media: 2,000/500

Will likely use Goodwill Communications for distribution.

To NPHICs: 100/50

File 20/20

Radio PSAs:

2,120 English, 570 Spanish (mixed formats)

To media: 2,000 English, 500 Spanish (mix of reel-to-reel and cassette)

To NPHICs: 100/50 (reel-to-reel)

Produce 20/20 extra cassettes for files

Will likely use Goodwill Communications for duplication and distribution.

TV PSAs:

570 English, 120 Spanish (mixed formats)

To media: 450 English, 50 Spanish (mix of 3/4", 1" and Beta)

To NPHICs: 100/50 (3/4")

Produce 20/20 extra VHS for files

Will likely use Goodwill Communications for duplication and distribution.

Item	Size/Colors	Quantity English/Spanish	Status	Deadlines
Letterhead	From CDC		Supplied by CDC	To Kinko's with all materials to be duped
Mailing labels	5" x 8"	Use for PSAs only. TV: 450 E/50 S Radio: 2,000/500 Print: 2,000/500	Done	To client 10/15 Approval 10/15 On press 10/15 In Atlanta 10/20
Rockville printing	2/0	(CDC labels for all other materials)		

Media kit		670/170		
Envelopes for media kits Atlanta purchase	Large enough to accommodate 9"x12" folder plus PSAs white	750 (need 740)	Purchased	To mailhouse 10/20
Media kit folders Atlanta purchase	9"x12" white gloss	850 (need 840)	Purchased	To mailhouse 10/20
Media kit materials <ul style="list-style-type: none"> • cover letter • news release • story ideas • fact sheet • Econ impact • FAQs • History • top 10 • photoboard Atlanta printing	8 ½" x 11" 1/0 (quick print)	English: 670 Spanish: 170 16 pp total per kit; 8 on letterhead	Done	Waiting for clearance To translation ASAP To Kinkos ASAP To mailhouse 10/20 To D.C. for briefing 10/21 Mailing 10/23

Media kit labels	5" x 7"	670/170	Done	On press ASAP
Rockville printing	2/0			In Atlanta 10/20
State mailing		70 E only		
Boxes for state mailing	Large enough to accommodate:	55	Purchased	To mailhouse 10/20
Atlanta purchase	<ul style="list-style-type: none"> • state kit • media kits • print PSAs • radio PSAs • bounceback cards • TV PSAs • Photoboard • Mailing labels <p>note: Q of mats varies by state. Max=25 media kits, 6 PSAs.</p> <p>white</p>			

State kit materials <ul style="list-style-type: none"> • cover letter • media list • PSA distribution plan • PSA director cover letters 	8 ½" x 11" 1/0 (quick print)	70 sets, E only	Done	Approval from client 10/17 To Kinkos 10/17 To mailhouse 10/20
Atlanta printing				
State kit folders Atlanta purchase	9"x12" white gloss	65	Purchased	To mailhouse 10/20
State kit labels Rockville printing	5" x 7" 2/0	70 E only peel and stick	Done	On press 10/15 In Atlanta 10/20

Print PSAs				
print PSAs: Rockville printing	6 7/16" x 10 1/2" and 4 1/4" x 8" 1/0 Note: there are two sizes of the ad in both English and Spanish to accommodate tabloid and broadsheet papers	2,120/570 Camera-ready	Done	In Atlanta 10/20
Cover letter for print PSA Atlanta printing	8 1/2" x 11" 1/0 (quick print)	2,120/570 Print on letterhead	Done	To translation ASAP To ASAP To mailhouse 10/20
Video PSAs		570/120		

Video PSAs Atlanta producing (?)	Various formats TBD. Dupe by Goodwill. Include cardboard sleeve	570/120		
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Mailing box for video tapes Atlanta purchase	Large enough to accommodate 3/4" tape (10 1/8" x 7" x 1/2"), letter, photoboard.	500	Purchased	To mailhouse 10/20
Cover letter for video PSA Atlanta printing	8 1/2" x 11" 1/0 (quick print)	570/120	Done	To translation ASAP To Kinkos ASAP To mailhouse 10/20
Video tape labels Rockville printing	2 1/8" x 3 1/8" 2/0	1,140/240 (2 per tape: one on box, one on tape)	Done	On press 10/15 In Atlanta 10/20
Photoboard Rockville printing	4" x 6" 4/0	1,140 E, 290 S (570/120 for PSA directors and states, 570/170 media)	Done	To client ASAP Approval ASAP On press ASAP In Atlanta 10/20

Audio PSAs		2,120/570		
Audio PSAs	Mixed formats.	2,120/570		
Atlanta producing (?)	Dupe by Goodwill.			
Cover letter for audio PSA	8 ½" x 11" 1/0 (quick print)	2,120/570 Print on letterhead	Done	To translation ASAP To Kinkos ASAP To mailhouse 10/20
Atlanta printing				
Radio script	8 ½" x 11" 1/0 (quick print)	2,120/5700 Print on letterhead	Done	To Kinkos ASAP To mailhouse ASAP
Atlanta printing				
Audio tape labels	To be confirmed. Will go on tape, not box.	2,120/570 peel and stick	Done	In Atlanta 10/21
Rockville printing				
Radio bounceback card	4"x 6" 1/1	2,120/570	Done	In Atlanta 10/20
Rockville printing				
Mailing box for	white corrugated	2,500	Purchased	To mailhouse

audio tapes				10/20
Atlanta purchase	Large enough to accommodate reel-to-reel tape (5"x 5"), letter, script, bounceback card			