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 NIPHICs: 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 ¾", 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 **Supplied by CDC**	From CDC		Supplied by CDC	To Kinko's with all materials to be duped
Mailing labels **Rockville printing**	5" x 8" 2/0	Use for PSAs only. TV: 450 E/50 S Radio: 2,000/500 Print: 2,000/500 (CDC labels for all other materials)	Done	To client 10/15 Approval 10/15 On press 10/15 In Atlanta 10/20

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 • 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 **Rockville printing**	5" x 7" 2/0	670/170	Done	On press ASAP In Atlanta 10/20
State mailing		70 E only		
Boxes for state mailing **Atlanta purchase**	Large enough to accommodate: • state kit • media kits • print PSAs • radio PSAs • bounceback cards • TV PSAs • Photoboard • Mailing labels note: Q of mats varies by state. Max=25 media kits, 6 PSAs. white	55	Purchased	To mailhouse 10/20

State kit materials • cover letter • media list • PSA distribution plan • PSA director cover letters **Atlanta printing**	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
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 ¼" 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 ½" 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		

Mailing box for video tapes **Atlanta purchase**	Large enough to accommodate ¾" tape (10 1/8" x 7" x ½"), letter, photoboard.	500	Purchased	To mailhouse 10/20
Cover letter for video PSA **Atlanta printing**	8 ½" 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 **Atlanta producing (?)**	Mixed formats. Dupe by Goodwill.	2,120/570		
Cover letter for audio PSA **Atlanta printing**	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
Radio script **Atlanta printing**	8 ½" x 11" 1/0 (quick print)	2,120/5700 Print on letterhead	Done	To Kinkos ASAP To mailhouse ASAP
Audio tape labels **Rockville printing**	To be confirmed. Will go on tape, not box.	2,120/570 peel and stick	Done	In Atlanta 10/21
Radio bounceback card **Rockville printing**	4"x 6" 1/1	2,120/570	Done	In Atlanta 10/20
Mailing box for	white corrugated	2,500	Purchased	To mailhouse

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