

Mine Subsidence Insurance Fund

Marketing Documents

MINE SUBSIDENCE INSURANCE
MARKETING CAMPAIGN
CONTRACT NO. 342372
MAY 15, 1998 THROUGH MAY 14, 1999

	MASS MEDIA PRODUCTION	PUBLIC OUTREACH & EDUCATION PRODUCTION	PUBLIC RELATIONS	RESEARCH, STRATEGY & REPORTING	MASS MEDIA PLACEMENT	TOTAL
BUDGET	\$32,000.00	\$36,000.00	\$5,000.00	\$15,000.00	\$112,000.00	\$200,000.00
INVOICES						
May 15-31, 98	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jun-98	\$110.00	\$173.75	\$0.00	\$2,247.81	\$0.00	\$2,531.56
Jul-98	\$0.00	\$0.00	\$0.00	\$2,477.34	\$0.00	\$2,477.34
Aug-98	\$0.00	\$0.00	\$0.00	\$1,937.50	\$0.00	\$1,937.50
Sep-98	\$897.50	\$0.00	\$0.00	\$2,472.84	\$0.00	\$3,370.34
Oct-98	\$2,953.75	\$618.75	\$0.00	\$87.58	\$0.00	\$3,660.08
Nov-98	\$1,913.78	\$370.00	\$0.00	\$0.00	\$0.00	\$2,283.78
Dec-98	\$2,697.70	\$1,157.25	\$0.00	\$0.00	\$0.00	\$3,854.95
Jan-99	\$309.50	\$252.50	\$0.00	\$0.00	\$0.00	\$562.00
Feb-99	\$502.50	\$823.75	\$0.00	\$595.00	\$0.00	\$1,921.25
Mar-99	\$276.25	\$7,106.41	\$0.00	\$635.10	\$0.00	\$8,017.76
Apr-99	\$343.75	\$1,785.24	\$0.00	\$403.75	\$0.00	\$2,532.74
May 1-14, 99	\$2,080.00	\$1,714.50	\$0.00	\$531.25	\$0.00	\$4,325.75
TOTAL INVOICED	\$12,084.73	\$14,002.15	\$0.00	\$11,388.17	\$0.00	\$37,475.05
BALANCE	\$19,915.27	\$21,997.85	\$5,000.00	\$3,611.83	\$112,000.00	\$162,524.95

MINE SUBSIDENCE INSURANCE
MARKETING CAMPAIGN
CONTRACT NO. SP342372-01
MAY 15, 1999 THROUGH MAY 14, 2000
REVISED 7-00

	MASS MEDIA PRODUCTION	PUBLIC OUTREACH & EDUCATION PRODUCTION	PUBLIC RELATIONS	RESEARCH, STRATEGY & REPORTING	MASS MEDIA PLACEMENT	TOTAL
BUDGET	\$25,435.00	\$25,780.00	\$11,340.00	\$5,345.00	\$82,100.00	\$150,000.00
INVOICES						
May 15-31,99	\$14,655.62	\$3,536.00	\$63.75	\$340.00	\$0.00	\$18,595.37
Jun-99	\$5,780.29	\$5,644.84	\$276.25	\$361.25	\$0.00	\$12,062.63
Jul-99	\$2,982.45	\$5,233.75	\$191.25	\$416.25	\$0.00	\$8,823.70
Aug-99	\$1,322.45	\$728.60	\$42.50	\$701.25	\$0.00	\$2,794.80
Sep-99	\$218.95	\$791.25	\$616.25	\$123.85	\$0.00	\$1,750.30
Oct-99	\$195.00	\$1,482.50	\$998.75	\$597.50	\$0.00	\$3,273.75
Nov-99	\$0.00	\$1,487.55	\$425.00	\$352.97	\$0.00	\$2,265.52
Dec-99	\$0.00	\$6,747.25	\$118.65	\$276.25	\$138.75	\$7,280.90
Jan-00	\$0.00	\$106.25	\$0.00	\$385.00	\$1,556.25	\$2,047.50
Feb-00	\$276.25	\$0.00	\$318.75	\$148.75	\$55,450.41	\$56,194.16
Mar-00	\$0.00	\$0.00	\$935.00	\$255.00	\$140.00	\$1,330.00
Apr-00	\$0.00	\$0.00	\$3,208.75	\$956.25	\$24,305.75	\$28,470.75
May 1-14, 00	\$0.00	\$0.00	\$4,020.15	\$430.50	\$492.50	\$4,943.15
TOTAL INVOICED	\$25,431.01	\$25,757.99	\$11,215.05	\$5,344.82	\$82,083.66	\$149,832.53
BALANCE	\$3.99	\$22.01	\$124.95	\$0.18	\$16.34	\$167.47

MINE SUBSIDENCE INSURANCE
MARKETING CAMPAIGN
CONTRACT NO. SP342372-02
MAY 15, 2000 THROUGH MAY 14, 2001

	MASS MEDIA PRODUCTION	PUBLIC OUTREACH & EDUCATION PRODUCTION	PUBLIC RELATIONS	RESEARCH, STRATEGY & REPORTING	MASS MEDIA PLACEMENT	TOTAL
BUDGET	\$15,000.00	\$25,000.00	\$20,000.00	\$10,000.00	\$130,000.00	\$200,000.00
INVOICES						
May 15-31,00	\$0.00	\$0.00	\$4,738.75	\$1,105.00	\$0.00	\$5,843.75
Jun-00	\$0.00	\$3,216.09	\$1,013.09	\$85.00	\$0.00	\$4,314.18
Jul-00	\$0.00	\$0.00	\$1,211.25	\$4,140.75	\$363.75	\$5,715.75
Aug-00	\$0.00	\$0.00	\$1,612.92	\$954.25	\$349.56	\$2,916.73
Sep-00	\$0.00	\$0.00	\$425.00	\$358.85	\$97,304.75	\$98,088.60 *
Oct-00	\$0.00	\$2,500.00	\$200.00	\$350.00	\$0.00	\$3,050.00 *
Nov-00						\$0.00
Dec-00						\$0.00
Jan-01						\$0.00
Feb-01						\$0.00
Mar-01						\$0.00
Apr-01						\$0.00
May 1-14, 01						\$0.00
TOTAL INVOICED	\$0.00	\$5,716.09	\$9,201.01	\$6,993.85	\$98,018.06	\$119,929.01
BALANCE	\$15,000.00	\$19,283.91	\$10,798.99	\$3,006.15	\$31,981.94	\$80,070.99

* Note: Estimated expenditures.

Mass Marketing Campaign of 2/28/00 through 3/19/00

Following is an analysis of new policies attributed to the mass marketing efforts:

Direct Cost of Campaign: **\$51,412.25**

Average Premium: \$608 (average yearly premium \$76; average policy life, 8 years)

Number of New Policies Needed to Cover Direct Costs: 85

Historical Average Number of New Policies 2/28 - 3/30: 313

Break-even Point: $(313 + 85)$ 398

Number of New Policies 2/28/00 - 3/19/00: 518

Number of New Policies in Excess of Break-even Point: 120

Potential Premium in Excess of Direct Cost: **\$72,960**

1998-99 Average Number of New Policies 2/28 - 3/30: 238

Break-even Point: $(238 + 85)$ 323

Number of New Policies 2/28/00 - 3/19/00: 518

Number of New Policies in Excess of Break-even Point: 195

Potential Premium in Excess of Direct Cost: **\$118,560**