## Lionsgate Media Plan Matrix

## Media Plan Matrix

	Month														
	IMC Funct	tions:	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Estimated Budget Total:
Me dia Mix	and D Mail	rtising <u>Direct</u>	Flip book 1 and Comm- ercials		Flip book 2 and Comm- ercials		Flip book 3 and Comm- ercials		Flip book 4 and Comm- ercials		Flip book 5 and Comm- ercials				Flip book \$200 pe 1, .20.a Formatted copyr. \$100,000 for 100,000 mailers. \$1,000,00 0 for commerci al
	Joinin Socia Votino	<u>munity</u>	Film Launch 1. Film 1 episod es	Film 1 episod es	Film Launch 2 Film 2 episodes	Film 2 episod es	Film 1 Eilm 3 Episodes	Film 3 episodes	Film Launch 4 Film 4 episodes	Film 4 episod es	Film Launch 5  Film 5 episodes	Film 5 episod es			\$25,000,0 00 for all 5 movies Formatted
	<u>Joinin</u>	<u>ng</u>													Formatted

## MKT/544 Integrated Marketing Communications

	Direc	t Mail	Comic		Comic		Comic		Comic		Comic	Comic	Comic	Formatted
			book 1		book 2		book 3		book 1		book 5	book 1	book	
													\$400 per	
													<u>1, .50 a</u>	
													copy.	
													<u>\$100,000</u>	
													<u>for</u>	
													<u>500,000</u>	
													mailers.	
	<b>Final</b>	<u>Media</u>		Film 1		Film 2		Film 3		Film 4		<u>Film 5</u>		
1	buy,			<u>Purchase</u>		<u>Purchase</u>		<u>Purchase</u>		<u>Purchase</u>		<u>Purchas</u>		Formatted
				and and		and and		<u>and</u>		and		<u>e and</u>		
				<u>downloads</u>		<u>downloads</u>		<u>downloa</u>		<u>downloads</u>		<u>downloa</u>		
								<u>ds</u>				<u>ds</u>		