

Here's what we are thinking for the general information fact sheet/brochure:

One 11x17 general information piece (similar to 2011/12) targeted at the regulated community (those beyond the inner circle of people who follow State/Regional Board policy). This will have some maps of the problem, some pictures, and probably a couple of infographics about solutions.

5 one-page (two sides) inserts (similar look and feel) targeted to specific communities – what does this mean for you?

- Dairy
- Irrigated Ag
- POTWs
- Food processing/industry
- County/local government and communities with WQ issues

Here's what we think the effort is for doing an 11x17 fact sheet/brochure and then some 1-page (2-sided) industry-specific inserts.

Fact Sheet: \$11,000 (content is largely done, but needs some refining, develop layout with infographics and photos, and then a multi-party review cycle with PEOC being the key drivers for the message). We are thinking this looks like the 2011 one but without the complicated 3-D infographic.

Inserts: For 5 inserts, about \$25,000. After the first one, the design and layout is likely less, but this is largely developing some new content for each industry and then a different set of reviewers for each one.

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