
Table 1: Costs to run a 0800 **SMOKEY** campaign in another region

Telephonists (personal to answer hotline calls)	\$104,000.00
Phones/postage/motocek	\$34,000.00
TV/Radio/Newspaper	\$307,000.00
Billboard/T-shirts/banners	\$21,000.00
Website (development and maintenance)	\$30,000.00
Post-campaign survey & report	\$18,000.00
Labour	\$172,000.00
Total	\$686,000.00
