

**OFFICER RECRUITING ADVERTISING RESOURCES  
(SERVICE/ACTIVE, RESERVE OR NATIONAL GUARD)**

*(Current Dollars in Thousands)*

<b>A. COMPONENT</b>	<b>B. DATE REPORTED</b> <i>(YYYYMMDD)</i>	<b>C. FISCAL YEARS REPORTED</b>  FY _____ TO FY _____
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PROGRAM CATEGORIES	FY _____ ACTUALS			FY _____ APPROPRIATED <i>(Enlisted)</i>			FY _____ AUTHORIZATION			FY _____ PRESIDENT'S BUDGET			FY _____ PRESIDENT'S BUDGET		
	Total (1)	Media (2)	Production (3)	Total (4)	Media (5)	Production (6)	Total (7)	Media (8)	Production (9)	Total (10)	Media (11)	Production (12)	Total (13)	Media (14)	Production (15)
<b>1. NATIONAL MEDIA</b> <i>(Sum of 1a. thru 1h.)</i>															
a. MAGAZINES															
b. NEWSPAPERS/ SUPPLEMENTS															
c. OUTDOOR															
d. TRANSIT															
e. PSA RADIO/TV															
f. PAID RADIO															
g. PAID TV															
h. FILMS															
<b>2. LOCAL/REGIONAL</b>															
<b>3. DIRECT MAIL</b>															
<b>4. LEAD FULFILLMENT</b>															
<b>5. SALES PROMOTION</b>															
<b>6. MARKET RESEARCH</b>															
<b>7. PRINTED MATERIAL AND LITERATURE</b>															
<b>8. OTHER</b>															
<b>9. SUBTOTAL</b> <i>(Sum of 1 thru 8) (DO NOT include 1a. thru 1h.)</i>															
<b>10. RETENTION AND EXTENSION</b>															
<b>11. TOTAL</b> <i>(Sum of 9 and 10)</i>															
<b>12. TOTALS BY PROGRAM</b>															
a. DIRECT PROCUREMENT															
b. ROTC & COLLEGE RELATED															
c. ACADEMY															
d. OTHER <i>(JAGC, etc.)</i>															