

**OFFICER RECRUITING ADVERTISING RESOURCES**  
**(SERVICE/ACTIVE, RESERVE OR NATIONAL GUARD)**  
*(Current Dollars in Thousands)*

REPORT CONTROL SYMBOL  
 DD-P&R(SA)946

A. COMPONENT

B. DATE REPORTED  
 (YYYYMMDD)

C. FISCAL YEARS REPORTED  
 FY \_\_\_\_\_ TO FY \_\_\_\_\_

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)
1. NATIONAL MEDIA <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															
2. LOCAL/REGIONAL															
3. DIRECT MAIL															
4. LEAD FULFILLMENT															
5. SALES PROMOTION															
6. MARKET RESEARCH															
7. PRINTED MATERIAL AND LITERATURE															
8. OTHER															
9. SUBTOTAL <i>(Sum of 1 thru 8) (DO NOT include 1a. thru 1h.)</i>															
10. RETENTION AND EXTENSION															
11. TOTAL <i>(Sum of 9 and 10)</i>															
12. TOTALS BY PROGRAM															
a. DIRECT PROCUREMENT															
b. ROTC & COLLEGE RELATED															
c. ACADEMY															
d. OTHER <i>(JAGC, etc.)</i>															