



Promotional Campaign Report

Job #: 1849
Committee: Stormwater
Campaign Name: Leaves Down the Drain
Campaign Dates: 11/9/15-11/22/15
Target Audience: A35-64, A18+
Weeks: 2

PAID MEDIA

RADIO
Impressions 1,009,200
Reach 53.6%
Frequency 3.1
Spots 438

ONLINE
Audience Targeted Display Impressions 104,971
Clicks 139
Click through Rate 0.13%
Native Content Ad Impressions 40,199
Click to view story page 610
Click through Rate 1.517%
Facebook Total Impressions 91,413
Total Facebook clicks 1,852
Facebook click thru rate (CTR) 2.026%
WTKR.com Impressions 199,212
Total WTKR.com clicks 74

UNPAID MEDIA
Total Added Value \$ 15,015 includes WTKR
Impressions (WTKR added value impressions included above) 4,119

OVERALL CAMPAIGN
Total Estimated Impressions: 1,449,114
Total Budget: \$ 17,033
Total Exposure Value: \$ 32,048
Total Clicks: 2,675
Return on Investment: 1.88
Cost Per Thousand Impressions: \$ 11.75

GOOGLE ANALYTICS
Page Views 1,149

Report Prepared By:



Date: 12/1/2015

*Added Value:
WNOR-FM: Sponsorship of 1's @ 1, bonus spots, web banner and link
WVBW-FM: On-air contesting: True or False contest with a Leaf Disposal tip. Winner gets daily qualifier prize of an HRG gift bag with movie passes. Then qualifies for the grand prize of a \$100.00 Taylor's Gift Card. Includes mentions and web inclusion on contest page. HRGreen to provide 20 qualifying prize packs.
WAFX-FM: Mike Arlo's "Focus on Hampton Roads" Community Show. Banner on website and link.
WGH-FM: On-air contesting: True or False contest with a Leaf Disposal tip. Winner gets daily qualifier prize of an HRG gift bag with movie passes. Then qualifies for the grand prize of a \$100.00 Taylor's Gift Card. Includes mentions and web inclusion on contest page. HRGreen to provide 20 qualifying prize packs.
WGH-AM, WTYD, WXTG: Bonus spots
Web presences on all radio stations during campaign
WTKR delivered additional impressions in native content and WTKR.com display