



Promotional Campaign Report

Job #: 1848

Committee: FOG

Campaign Name: Holiday FOG Down the Drain

Campaign Dates: 11/23/15-11/29/15

Target Audience: A25-64

Weeks: 1

PAID MEDIA

RADIO

Impressions	568,050
Reach	20.7%
Frequency	3.2
Spots	114

ONLINE

Audience Targeted Display Impressions	48,977
Clicks	36
Click through Rate	0.07%
Native Content Ad Impressions	25,044
Click to view story page	452
Click through Rate	1.80%
Facebook Total Impressions	60,100
Total Facebook clicks	1,161
Facebook click thru rate (CTR)	1.932%
Total WTKR.com clicks impressions	61,640
Total clicks	19
Click thru rate	0.031%

UNPAID MEDIA

Total Added Value	\$	5,020
Impressions		54,974

OVERALL CAMPAIGN

Total Estimated Impressions:		818,785
Total Budget:	\$	6,012
Total Exposure Value:	\$	11,032
Total Clicks:		1,668
Return on Investment:		1.83
Cost Per Thousand Impressions:	\$	0.01

GOOGLE ANALYTICS

Page Views	1,157
------------	-------

Report Prepared By:



Date: 12/1/2015

***Added Value:**
 WWDE-FM: FB, "1-thing", online banner, and display advertising on website
 WMOV-FM: Sponsorship mentions, banner and link, and display advertising on website
 WVBW-FM: Sponsorship mentions, additional added value TBD, and display advertising on website
 WTYD-FM: Bonus spot sand display advertising on website
 WTKR over delivered in all categories of advertising