



Hampton Roads Planning District Commission

askHRgreen.org

Spring 2016 Media Schedule

November 5, 2015

Flight Weeks

- Total of 6 on-air
- Beginning mid-March
- Window between VA primary and beginning of heavy presidential advertising
- Need commitment as soon as possible because rates will begin to go up

Total Spots – 499 on WVBT, WAVY, WVEC, WTVZ, mix of dayparts

Total Investment - \$55,621.25 gross (\$9,270.20 per module of six one week modules)

Target Audiences

- | | |
|---|---|
| • A25-54
GRP's – 656.2
R/F – 84.3% / 7.8 Times
Impressions – 4,731,000 | • M25-54
GRP's – 567.8
R/F – 84.0% / 6.8
Impressions – 2,011,000 |
| • A18+
GRP's – 886.6
R/F – 90.7% / 9.8 times
Impressions – 12,320,000 | • W18-49
GRP's – 582.4
R/F – 83.7% / 7.0
Impressions – 2,304,000 |

Promotions

Once a commitment is made, promotional added value can be negotiated. This is what has been offered to date.

- WAVY/WVBT. The Hampton Roads Show will go green the week of Earth Day. The HRShow will be discussing all things GREEN one week in April. AskHRGreen.org would receive 3-4 minute segments on the HR Show to promote green-living and choices. The segments would also be posted online, including a link to the segments to share socially. There would also be in-show billboards and sponsored promos ROS promoting the week.
- WVEC. 13 Days to a Cleaner Community. This promotion would incorporate :05-second spots to rotate with a message encouraging environmental stewardship (Compost leaves, Just say no to disposable plastic, buy local produce go paperless, etc.) and engage the WVEC viewers on Facebook.
- WT VZ. Spots and bonus rotators would air during prime access programming (Big Bang Theory, Modern Family, Broke Girls).

Projected Production Budget

Copywriting and storyboards: \$3,000
Video: \$2,500 - \$4,500
Total for one spot with four versions: \$5,500-\$7,500 (\$1,250 per module)

Planning Budget per Module of One Week

Television: \$ 9,270
Online: \$ 1,700
Production: \$ 1,200
Total \$ 12,200

Total Budget for Six Modules

Television \$ 55,620
Online: \$ 10,200
Production: \$ 7,500
Total: \$ 73,320

Committee Participation

Stormwater: 1 module
FOG: 1 module
Water Awareness: 4 modules