



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<br>GRP's – 656.2<br>R/F – 84.3% / 7.8 Times<br>Impressions – 4,731,000 | • M25-54<br>GRP's – 567.8<br>R/F – 84.0% / 6.8<br>Impressions – 2,011,000 |
| • A18+<br>GRP's – 886.6<br>R/F – 90.7% / 9.8 times<br>Impressions – 12,320,000  | • W18-49<br>GRP's – 582.4<br>R/F – 83.7% / 7.0<br>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
<b>Total</b>	<b>\$</b>	<b>12,200</b>

**Total Budget for Six Modules**

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

**Committee Participation**

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