ASKHRGreen.org

FY 2017-18

		2017						2018						
		July	August	September	October	November	December	January	February	March	April	May	June	TOTAL PLANNED
Monday Start		26 3 10 17 24	31 7 14 21	28 4 11 18	25 2 9 16 23	30 6 13 20	27 4 11 18 25	1 8 15 22	29 5 12 19	26 5 12 19	26 2 9 16 23	30 7 14 21	28 4 11 18 25	
SEM														
Pilotonline														$6,588
STORMWATER														
Leaves Down the Drain / Pet Waste (Stormwater)	A25-54													
Radio Stations TBD														$5,252
Digital Targeted display/Retargeting - MOBILE ONLY**					27,000 imps									$2,998
WTKR Mobile Ap**					5,000 imps									
Weather Channel					27,000 imps									
Native					30,000 imps									
Social					500 actions									
Lawn Care (Stormwater)	M35+													
Radio Stations TBD														$5,245
Digital CTV											24,500 imps			$3,006
WTKR Mobile Ap**											5,000 imps			
Native											18,500 imps			
Social											500 actions			
RECYCLING AND BEAUTIFICATION														
Recycle More, Trash Less (R&B)	A25-54													
Radio Stations TBD														$5,100
Digital Targeted display/Retargeting - MOBILE ONLY**						15,000 imps								$2,900
WTKR Mobile Ap**						5,000 imps								
CTV						20,000 imps								
Native						17,500 imps								
Social						450 actions								
Team up 2 Clean UP / Great American Cleanup	A25+, skewed older													
Radio Stations TBD											20,000 imps			$5,500
Digital Targeted display/Retargeting - MOBILE ONLY**											20,000 imps			$2,500
WTKR Mobile Ap**											5,000 imps			
Weather Channel											21,500 imps			
Native											500 actions			
Social														
WATER AWARENESS														
Imagine a Day Without Water	A25-54													
Radio Stations TBD														$6,965
Digital Targeted Pre-roll					17,750 imps									$4,035
WTKR Mobile Ap**					5,000 imps									
CTV					18,000 imps									
OTT					18,000 imps									
Native					17,500 imps									
Social					500 actions									

			July					August				September				October					November				December					January				February				March				April				May				June				TOTAL
		Monday Start	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	PLANNED
Conservation / Fix a Leak		A25-54																																																				
Radio	Stations TBD																																																			
Digital	Targeted Pre-roll																																							17,750 imps															
	WTKR Mobile Ap**																																							5,000 imps														
	CTV																																							18,000 imps														
	OTT																																							18,000 imps														
	Native																																							17,500 imps														
	Social																																							500 actions														
Value of Water / virtually Free		A25-54																																																			
Radio	Stations TBD																																																			
Digital	Targeted Pre-roll																																															17,750 imps								
	WTKR Mobile Ap**																																																5,000 imps						
	CTV																																																	18,000 imps						
	OTT																																																	18,000 imps						
	Native																																																	17,500 imps						
	Social																																																	500 actions						
FOG																																																						
Holiday Clog-Free Season		A25-54																																																			
Radio	Stations TBD																																																			
Digital	Targeted Display / Retargeting - MOBILE ONLY**																							25,000 imps																																
	WTKR Mobile Ap**																							5,000 imps																																
	Weather Channel																							25,000 imps																																
	Native																							17,500 imps																																
	Social																							500 actions																																
What Not to Flush / Came from Beneath		W25-54																																																			
Radio	Stations TBD																																																			
Digital	Weather Channel																																			19,000 imps																		
	WTKR Mobile Ap**																																			5,000 imps																		
	CTV																																			21,500 imps																		
	Targeted Pre-roll																																			21,500 imps																		
	Native																																			16,000 imps																		
	Social																																			425 actions																		
What Do You Know Man on the Street Interview		W25-54																																																			
Digital	Targeted display / Retargeting - MOBILE ONLY**																																																	28,500 imps						
	WTKR Mobile Ap**																																																		10,000 imps						
	Weather Channel																																																		28,750 imps						
	CTV																																																		40,000 imps						
	OTT																																																		40,000 imps						
	Targeted Pre-roll																																																		40,000 imps						
	Native																																																			30,000 imps						
	Social																																																			500 actions						
																																																						$96,468

**Only if the responsive web site is up and running. If not, the ads would be placed on desktop

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts This is not available on mobile or tablet….only through TV-connected devices. It is recommended that more than one spot rotate. Frequency is very high.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV. Advertisers can create a daily cap per device, dayparting is available. This does not include subscription based services (Netflix, Hulu, Amazon). It is suggested that several spots rotate due to high frequency.