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TEAM UP 2 CLEAN UP CAMPAIGN + RESULTS

BUDGET APPROVED

MEDIA PLAN & CREATIVE TO APPROVE

CLIENT HRPDC / askHRgreen.org

AD VENDOR(S)

	PURCHASED	ACHIEVED
PROJECT	Team Up 2 Clean Up	
JOB #	#17125 / #1918	
COMMITTEE	Recycling & Beautification	
CAMPAIGN	"Team Up 2 Clean Up" NEW CREATIVE	
BUDGET	MEDIA: \$7,800 CREATIVE: \$3,360	The media budget changed from \$8,000 to \$7,800 to accommodate \$200 from the R&B committee to be a part of a new Earth Day promotion.
FLIGHT DATES	03/19/2018 - 04/01/2018	
TARGET DEMO	Adults 25-54, older skew	



PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	VIDEO COMPLETIONS	SIZE(S)	MEDIA BUY
TOTAL RADIO EXPOSURE (A25-54, targeted demographics)			20.30%	2.3	701,800	701,800					
TOTAL RADIO EXPOSURE (A18+)			21.20%	2.4	1,166,810	1,166,810					
WTYD-FM	Radio	92								:60	
WXTG-FM	Radio	92								:60	
RADIO SUMMARY		184	21.20%	2.4	1,166,810	1,166,810					\$5,000.00
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				22,000	49,025	104	0.21%		320x50, 300x50, 300x250, 728x90	
WTKR.com - Mobile App	Digital Ads				8,500	10,009	24	0.24%		320x50, 300x250	
WTKR-Weather Channel	Display Static Ad				21,900	25,536	44	0.17%			
WTKR.com	Native Content Ad				20,650	45,110	404	0.90%			
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram				600	83,106	990	1.19%	83,106 impressions delivered with a 1.19% CTR	1200x628 pixels visual +copy for ad	
Digital Advanced TV (stats represent 100% video completions, not CTR)	FEP TV (Full Episode Program)										
Digital Advanced TV (stats represent 100% video completions, not CTR)	OTT TV (Over The Top)										
ONLINE / DIGITAL SUMMARY					73,650	212,786	1,566	0.74%			\$2,800.35

SUBTOTAL: Media Buy \$7,800.35

ADDED VALUE					
Added Value for Stations					\$2,150.00
Added Value for Digital		139,136			\$1,887.77
ADDED VALUE SUMMARY	0	0	139,136	SUBTOTAL: Added Value	\$4,037.77
TOTAL VALUE OF SCHEDULE	184	1,518,732 [1]	1,566	Average 0.0%	\$11,838.12
PROJECT MANAGEMENT + CREATIVE TOTAL					\$3,360.00
CAMPAIGN TOTAL					\$11,160.35
RETURN ON INVESTMENT (total value ÷ total spend)					\$1.06
COST PER THOUSAND IMPRESSIONS (total spend ÷ total impressions, including added value * 1000)					\$7.35

ANALYTICS (03/19/18 - 04/01/18)	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS
Google	2,765	2,406	4,124	1.49	0:01:05	2,271	494

REMINDER TO GET IMAGES OF PROMOTIONS!

Coordinating with the Great American Cleanup

o 101.3 2WD is THE At Work station of Hampton Roads! In coordination of the "Great American Cleanup", askHRgreen.org will be the sponsor of 2WD's Tuesday office lunch delivery to a different office/workplace each week! 2WD personalities will deliver pizza from Salvatore's, supplies to help "clean-up" their office/workplace, and promotional giveaways from askHRgreen.org. <http://www.2wd.com/contest/enter-win-free-lunch-1013-2wd>

o Promotion to include on air promotional mentions and jock chatter, dedicated web elements, inclusion in station e-newsletter, and a dedicated social media post each Tuesday.

[1] This calculation should include the total A18+ impressions / radio summary + online / digital impressions + video completions + added value impressions.