

LAWNCARE & OUTDOOR WATERING CAMPAIGN

BUDGET APPROVED

MEDIA PLAN & CREATIVE
TO APPROVE

CLIENT HRPDC / askHRgreen.org

AD VENDOR(S)

PURCHASED

ACHIEVED

PROJECT Lawncare & Outdoor Watering

JOB # #17125 / #1918

COMMITTEE Stormwater

CAMPAIGN Work Smarter, Not Harder

BUDGET **MEDIA: \$8,050** CREATIVE: \$1,072.50 **The media budget changed from \$8,250 to \$8,050 to accomodate \$200 from the SW committee to be a part of a new Earth Day promotion.**

FLIGHT DATES 04/16/2018 - 04/30/2018 (2 weeks)

TARGET DEMO M35+



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 (M35+, targeted demographics)	(See promotional details at bottom)		27.40%	2.8	302,300	302,300					
TOTAL RADIO EXPOSURE (A18+)			20.00%	3.6	900,200	900,200					
WNOB-FM	Radio	124								:60	
WNIS-AM	Radio	104								:60	
RADIO SUMMARY		228	20.00%	3.6	900,200	900,200					\$4,638.00
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display									320x50, 300x50, 300x250, 728x90	
WTKR.com - Mobile App	Digital Ads				5,000	5,886	8	0.14%		320x50, 300x250	
WTKR-Weather Channel	Display Static Ad							0.00%			
WTKR.com	Native Content Ad				18,500	21,784	366	1.68%			
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram				500	108,315	850	0.78%			
Digital Advanced TV (stats represent 100% video completions, not CTR)	FEP TV (Full Episode Program)				26,500	30,728	38	0.12%			
Digital Advanced TV (stats represent 100% video completions, not CTR)	OTT TV (Over The Top)									1200x628 pixels visual +copy for ad	
										100% Video Completions: 25,971. Video Completion Rate: 84.52%	
ONLINE / DIGITAL SUMMARY					50,500	166,713	1,262	0.76%			\$3,411.76

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