





323A First Colonial Rd. • Virginia Beach, VA 23454 • 757.437.1185  
 RedChalkStudios.com • kim@redchalkstudios.com • ellen@redchalkstudios.com

## CAMPAIGN BUDGET + RESULTS

VER 01 • 05/08/2017

APPROVED

CLIENT	HRPDC / askHRgreen.org
PROJECT	Spring Campaign 2017 for Water Awareness
JOB #	#1895
COMMITTEE	Water Awareness
CAMPAIGN	Value of Water — "Drinking Water Week"
FLIGHT DATES	05/08/2017 - 05/14/2017
TARGET DEMO	Adults 25-54
AD VENDOR(S)	WVEC-TV, WAVY-TV, Cox Cable, WTKR.com, WTKR's ad server network



PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	SIZE(S)	BUDGET
<b>TARGETED TOTAL FOR TV &amp; DIGITAL</b> (Paid and Added Value Results for Paid Budget):		0			1,372,482	6,436	Average 0.47%		\$16,276.00
<b>ANALYTICS</b> (05/08/17 - 05/14/17)									
	<b>SESSIONS</b>	<b>USERS</b>	<b>PAGE VIEWS</b>	<b>PAGES/SESSION</b>	<b>AVG DURATION</b>	<b>NEW VISITOR</b>	<b>RETURNING VISITOR</b>		
Google	4,248	3,234	5,359	1.26	0:46	72.50%	27.50%		

**TOTAL VALUE OF SCHEDULE** **\$17,893.00**

**RETURN ON INVESTMENT** (total value ÷ total spend) **\$1.10**

**COST PER THOUSAND IMPRESSIONS** (total spend ÷ total impressions, including added value) **\$11.86**