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# CAMPAIGN BUDGET

VER 01 • 03/03/17

IN REVIEW

CLIENT	HRPDC / askHRgreen.org
PROJECT	HRPDC 2016-2017 askHRgreen.org Year 2 /PICA-FY2016-CO1
JOB #	FP# 1894 (Stormwater)
COMMITTEE	Stormwater
CAMPAIGN	Lawncare "Work Smarter, Not Harder"
FLIGHT DATES	4/3/17 - 4/16/17 (2 weeks)
TARGET DEMO	M35+, A25-54
AD VENDOR	



MEDIA CHANNEL	AD LOCATION	IMPRESSIONS	SIZE(S)	BUDGET	ADDED VALUE
Ad Server Network	Retargeted and Behavioral Targeted Display	18,000	728x90, 300x250, 300x50, 320x50	\$2,500	
<a href="http://WTKR.com">WTKR.com</a>	<a href="http://WTKR.com">WTKR.com</a>	2,000	728x90, 300x250, 300x50, 320x50		
Facebook	Facebook (Imps are estimated)	116,600			

Added Value \$25.00

RADIO STATION	SPOTS	IMPRESSIONS	R/F	BUDGET	ADDED VALUE
	165	440,100	38.4%/3.0	\$7,000	
<b>WAFX-FM (106.9, Classic Rock)</b>			:60, on-air liners (:10), Web banners, logo, Contest Questions		
<b>WNOB-FM (Bob-FM, 93.7)</b>			:60, on-air liners (:10), Web banners, logo, Contest Questions		
<b>WNIS-AM (790 AM, News/Talk)</b>					

Added Value

**WAFX-FM** would create a contest page on their website that would have graphics provided by HR Green...ideally what they have on their webpage...containing a Q&A format. The participant who answers the most questions correctly (not too many questions; about ten), would win a fabulous grand prize. Grand prize to be related to lawn care and provided by HR Green and WAFX. Here is a sample question:

- o Grass clippings. Should you:
  - a. Rake and bag them
  - b. Leave them on your lawn
  - c. Post them on Craig's List

On the contest page, WAFX would have the link to that askhrgreen.org webpage so people can go there and "cheat" to get the correct answers. All the questions would have a funny choice in the answers (like the example). Nothing risqué, of course. At the end of the promotional flight, WAFX will pick the winner with the most correct answers. If there are multiple, then it will be a random selection.

**Contest would receive:**

- o On-air liners/promos
- o Website
- o Social Media
- o E-blast

\$2500.00

<b>WNOB and WNIS</b> <b>Dates:</b> 1 week promotion on WNOB and WNIS <b>Concept:</b> Are you a Lawn God or a Lawn Goober? Take the test on our website for a chance to win a backyard prize package provided by WNIS and WNOB <b>Support:</b> 15 fifteen second recorded promos Monday-Sunday 5a-12a 10 ten second liners Monday-Sunday 5a-12a 1 facebook LIVE video posting 1 facebook banner posting Website banner and link		\$1750.00
<b>MEDIA, TOTAL SPEND</b>		<b>\$9,500</b>
Added Value		\$4,275
Total Value of Schedule		\$13,775
<small>*In Pre-roll, the viewer has to watch the commercial in its entirety, they cannot skip the ad.  Pre-roll replaces the previously proposed YouTube.</small>		
<b>CREATIVE</b>	PICKUP CREATIVE: Asset management, contest support and trafficking.	\$500
<b>CREATIVE TOTAL</b>		<b>\$500</b>
<b>CAMPAIGN TOTAL</b>		<b>\$10,000</b>