



HOLIDAY GREASE GRINCH CAMPAIGN	BUDGET APPROVED	MEDIA PLAN & CREATIVE NOT APPROVED
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CLIENT	HRPDC / askHRgreen.org						
PROJECT							
JOB #	#1947						
COMMITTEE	FOG						
CAMPAIGN	Holiday - Grease Grinch						
BUDGET	MEDIA: \$14,000	CREATIVE: \$4,636					
FLIGHT DATES	DIGITAL: 11.19—12.24.2018; RADIO: Week of 11.19—11.25 + 12.17—12.23 The radio will run for two weeks (11.19 and 12.17), and the digital will run for a total of five weeks (11.19 – 12.24)						
TARGET DEMO	A25-54						
AD VENDOR(S)							

PURCHASED						
PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	ACTIONS
TOTAL RADIO EXPOSURE (A25-54, targeted demographics)		115	30.30%	3.4	695,000	
TOTAL RADIO EXPOSURE (A18+)			26.90%	3.4	1,171,000	
WNOR-FM (Active Rock)		57				
WWDE-FM (Adult Contemporary. Will be playing 100% holiday music during this flight)		58				
RADIO SUMMARY		115	26.90%	3.4	1,171,000	
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				70,000	
WTKR.com - Mobile App	Digital Ads				15,000	
WTKR-Weather Channel	Display Static Ad				20,000	
WTKR.com	Native Content Ad					
Pre-roll	YouTube Video				30,300	
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram					900
Digital Advanced TV (stats represent 100% video completions, not CTR)	FEP TV (Full Episode Program)				35,250	
Pilotonline Targeted Display	Retargeted and Behavioral Targeted Display				17,500	
Pilotonline Targeted Mobile	Retargeted and Behavioral Targeted Display				52,500	
ONLINE / DIGITAL SUMMARY					240,550	900
ADDED VALUE						

ACHIEVED					
IMPRESSIONS	CLICKS/ACTIONS	CLICK THROUGH RATE (CTR)	VIDEO COMPLETIONS	SIZE(S)	MEDIA BUY
				:60	
				:60	
					\$7,000.00
		#DIV/0!		320x50, 300x50, 300x250, 728x90	
		#DIV/0!		320x50, 300x250	
		#DIV/0!			
		#DIV/0!			
		#DIV/0!		1200x628 pixels visual +copy for ad	
		#DIV/0!			
				320x50, 300x50, 300x250, 728x90	
				320x50, 300x250, 320x100	
				SUBTOTAL: Media Buy	\$7,000.00



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HOLIDAY GREASE GRINCH CAMPAIGN

BUDGET APPROVED

MEDIA PLAN & CREATIVE NOT APPROVED

CLIENT	HRPDC / askHRgreen.org												
PROJECT													
Added Value for Stations												\$7,150.00	
Added Value for Digital													
ADDED VALUE SUMMARY												SUBTOTAL: Added Value	\$7,150.00
TOTAL VALUE OF SCHEDULE			115				1,411,550				Average 0.0%		\$14,150.00

BUDGET												
MEDIA												\$7,000.00
PROJECT MANAGEMENT + CREATIVE TOTAL												
TOTAL BUDGET												\$14,000.00
TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)												\$14,150.00
TOTAL IMPRESSIONS												0
COST PER THOUSAND IMPRESSIONS (campaign total spend ÷ total impressions x 1000, including added value)												#DIV/0!
RETURN ON INVESTMENT (total value ÷ campaign total spend)												\$1.01

ANALYTICS	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS					
Google												

VALUE ADDED

WNOR:
 "A Passion for FOG" – Chef Kevin, a Michelin rated chef at Passion Restaurant in Chesapeake, will be the star host in a short watch-to-win video. In the video, he will demonstrate how the kitchen in Passion and/or the kitchen at his home is eco-friendly in food/grease disposal. Listeners must watch the video all the way through for the keyword to enter to win a \$100 gift certificate to Passion (and can include a HR Green swag bag). HR Green logo and website info will be included in video and contest will be promoted via on-air liners/promos, social media and station website.

WWDE: During both flight weeks, WWDE will be playing 100% holiday music.

ADDED VALUE PROMOTION:
 What's the easiest way to go keep your drain grease free this holiday season? Enter to Win a prepared turkey/holiday meal" from askHRgreen and 101.3 2WD*
 *We can do a giveaway on one station in November or December. The Give-a-way could actually be on a radio hiatus week to extend the promotion.
 *Still working out the details of what the prize will include. Can be themed as needed to best fit askHRgreen's needs. Dates of contest pending based on station availability.
 Promotion to include (all to feature educational tips about FOG and drive the listener to register for the meal give-a-way):

- On air promotional mentions – 30 total per week
- :15 Live Liners – 15 per week . Includes Jock Chatter about FOG
- :15 pre-recorded promo's – 15 per week
- Two social media posts per week promoting giveaway and sharing askHRgreen's "Tips for a Clog-Free Holiday Season!"
- Dedicated contest posting on station website.
- Inclusion in station e-newsletter