



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

**LAWN CARE CAMPAIGN**

BUDGET APPROVED

MEDIA PLAN & CREATIVE APPROVED

CLIENT	HRPDC / askHRgreen.org		
JOB #			
COMMITTEE	Stormwater		
CAMPAIGN	Lawn Care — "mulch, mowing, leaves, fertilizer"		
BUDGET	MEDIA: \$7,500	CREATIVE: \$4,830	NEW
FLIGHT DATES	2019: 10.07 - 10.13		
TARGET DEMO			
CAMPAIGN PAGE LINK			

PURCHASED							ACHIEVED					
PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	ACTIONS	IMPRESSIONS	CLICKS/ACTIONS	CLICK THROUGH RATE (CTR)	VIDEO COMPLETIONS	SIZE(S)	MEDIA BUY
TOTAL RADIO EXPOSURE (A25-54, targeted demographics)			23.70%	2	310,000							
TOTAL RADIO EXPOSURE (A18+)			22.00%	2.1	586,000							
WVKL	Urban Adult	15									:60, plus Digital 775x515	
WVSP	All Sports	13									:60	
WAFX	Classic Rock	28									:60	
WNOR	Active Rock	31									:60	
<b>RADIO SUMMARY</b>		<b>87</b>	<b>22.00%</b>	<b>2.1</b>	<b>586,000</b>		<b>0</b>					<b>\$4,565.00</b>
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				22,500				#DIV/0!		320x50, 300x50, 300x250, 728x90	
WTKR.com - Mobile App	Digital Ads				5,000				#DIV/0!		320x50, 300x250	
WTKR-Weather Channel	Display Static Ad				22,500				#DIV/0!			
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram				500				#DIV/0!		1200x628 pixels visual +copy for ad	
PreRoll	Short form video				32,500				#DIV/0!		:30/15	
<b>ONLINE / DIGITAL SUMMARY</b>					<b>83,000</b>	<b>0</b>	<b>0</b>	<b>0</b>				<b>\$2,938.24</b>
<b>ADDED VALUE</b>												<b>SUBTOTAL: Media Buy</b>
Added Value for Stations												<b>\$3,925.00</b>
Added Value for Digital							-83,000					
<b>ADDED VALUE SUMMARY</b>		<b>0</b>					<b>-83,000</b>	<b>0</b>				<b>SUBTOTAL: Added Value</b>
												<b>\$3,925.00</b>

Attachment 3B



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TOTAL VALUE OF SCHEDULE	87	669,000	0	0	Average 0.0%	\$11,428.24
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BUDGET						
MEDIA						\$7,503.24
PROJECT MANAGEMENT + CREATIVE TOTAL						\$4,830.00
TOTAL BUDGET						\$12,333.24
TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)						\$16,258.24
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)						\$1.32

ANALYTICS	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS				
Google											
WAFX/WNOR	"Watch and Win!" We have a handful of professional lawn/landscaping clients. One of them will be selected to shoot a quick :30-45 educational/expert video (on-site/on-lawn) featuring the askHRGreen.org tips on lawn and garden best practices. Listeners must go to the video on our website and watch it all the way through to get the keyword to win the grand prize...a gift certificate from our client and a swag bag from askHRGreen.org! This contest will be supported by all our platforms: on-air promos and liners, social media, website and e-blast. A campaign banner ad will also rotate on our website driving people to the askHRGreen.org webpage featuring the lawn and garden best practices. Bonus spots.										
WVKL	Social media Posts on station's Facebook page, Main page flipper banner on station website and promotion through the station 3-newsletter. Bonus spots										
WVSP	Bonus Spots										