



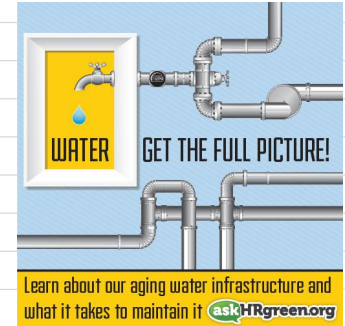
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CAMPAIGN BUDGET + RESULTS

VER 01 • 05/22/2017

APPROVED

CLIENT	HRPDC / askHRgreen.org
PROJECT	Spring Campaign 2017 for Water Awareness
JOB #	#1895
COMMITTEE	Water Awareness
CAMPAIGN	Value of Water — "Infrastructure"
FLIGHT DATES	05/22/2017 - 05/28/2017
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
TARGETED TOTAL FOR TV & DIGITAL (Paid and Added Value Results for Paid Budget):		0			1,295,924	3,181	Average 0.25%		\$16,276.00
ANALYTICS (05/22/17 - 05/28/17)									
	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITOR	RETURNING VISITOR		
Google	2,620	2,218	3,506	1.34	0:47	77.30%	22.70%		

TOTAL VALUE OF SCHEDULE **\$16,630.00**

RETURN ON INVESTMENT (total value ÷ total spend) **\$1.02**

COST PER THOUSAND IMPRESSIONS (total spend ÷ total impressions, including added value) **\$12.56**