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**NAME CAMPAIGN**

BUDGET APPROVED

MEDIA PLAN & CREATIVE APPROVED

CLIENT	HRPDC / askHRgreen.org		
JOB #			
COMMITTEE	Recycling & Beautification		
CAMPAIGN	Choose To Refuse		
BUDGET	MEDIA: \$5,750	CREATIVE: \$920	PICK UP
FLIGHT DATES	2019: 09.16 - 09.22 (September 21 is Int'l Coastal Cleanup) • FYI for next year; July is "Plastic-Free" month...		
TARGET DEMO	Adults 25-54		
AD VENDOR(S)			

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)			13.20%	2.2	191,000								
TOTAL RADIO EXPOSURE (A18+)			12.30%	2.1	325,000								
WUSH	Country	38									:60		
WNOB	Adult Hits	38									:60		
<b>RADIO SUMMARY</b>		<b>76</b>	<b>12.30%</b>	<b>2.1</b>	<b>325,000</b>		<b>0</b>					<b>\$3,210.00</b>	
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				18,100				#DIV/0!		320x50, 300x50, 300x250, 728x90		
WTKR.com - Mobile App	Digital Ads				5,000				#DIV/0!		320x50, 300x250		
WTKR-Weather Channel	Display Static Ad				18,000				#DIV/0!				
WTKR.com	Native Content Ad				25,000				#DIV/0!				
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram				425				#DIV/0!		1200x628 pixels visual +copy for ad		
<b>ONLINE / DIGITAL SUMMARY</b>					<b>66,525</b>	<b>0</b>	<b>0</b>	<b>0</b>				<b>\$2,540.53</b>	
												<b>SUBTOTAL: Media Buy</b>	<b>\$5,750.53</b>
<b>ADDED VALUE</b>													
Added Value for Stations												\$3,500.00	
Added Value for Digital							-66,525						
<b>ADDED VALUE SUMMARY</b>		<b>0</b>					<b>-66,525</b>	<b>0</b>				<b>\$3,500.00</b>	
												<b>SUBTOTAL: Added Value</b>	<b>\$3,500.00</b>
<b>TOTAL VALUE OF SCHEDULE</b>		<b>76</b>			<b>391,525</b>		<b>0</b>	<b>0</b>	<b>Average 0.0%</b>			<b>\$9,250.53</b>	
<b>BUDGET</b>													
<b>MEDIA</b>													<b>\$5,750.53</b>

Attachment 3C

