



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

| | 2020 | | | | | | | | | | | | 2021 | | | | | | | | | | | | TOTAL PLANNED | TOTAL PLACED | BUDGET |
|--|--------------|--------------------|-------------------------|-------------------------|-----------------------|--------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------|--------------------|--------------|--------------|--|---------|----------|---------|---------|---------|---------|--|--|---------------|--------------|--------|
| | Monday Start | July 6 13 20 27 | August 3 10 17 24 31 | September 7 14 21 28 | October 5 12 19 26 | November 2 9 16 23 30 | December 7 14 21 28 | January 4 11 18 25 | February 1 8 15 22 | March 1 8 15 22 29 | April 5 12 19 26 3 | May 10 17 24 31 | June 7 14 21 28 | | | | | | | | | | | | | | |
| askHRgreen | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SEM | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WTKR | [Green bar] | | | | | | | | | | | | [Green bar] | | | | | | | | | | | | \$20,000 | \$20,000 | |
| "Ask" Social Media Brand Awareness Campaign | [Green bar] | | | | | | | | | | | | [Green bar] | | | | | | | | | | | | \$20,000 | \$20,000 | |
| E-newsletter | [Green bar] | | [Green bar] | | [Green bar] | | [Green bar] | | [Green bar] | | [Green bar] | | [Green bar] | | | | | | | | | | | | | | |
| STORMWATER | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lawncare (P/U) 2020: 09.28 - 10.04 Television Part of umbrella campaign Digital Radio Estimated three-station buy | A25-54 | | | [Purple bar] | [Purple bar] | [Purple bar] | [Purple bar] | | | | | | | | | | \$9,000 | \$750 | \$3,500 | \$4,750 | | | | | | | |
| Pet Waste (P/U) 2021: 06.07 - 06.13 Television Part of umbrella campaign Digital Radio Estimated two-station buy | A25-54 | | | | | | | | | | | [Purple bar] | [Purple bar] | [Purple bar] | [Purple bar] | | \$9,000 | | \$3,550 | \$2,450 | \$3,000 | | | | | | |
| RECYCLING AND BEAUTIFICATION | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media | A25-54 | | | | | [Orange bar] | | | | | | | | | | | | | | | | | | | | | |
| Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media | A25+ | | [Orange bar] | | | | | | | | | | | | | | | | | | | | | | | | |
| Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media | | | | | | | | | [Orange bar] | | | | | | | | | | | | | | | | | | |
| WATER AWARENESS | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Television Part of umbrella campaign Digital Radio Estimated two-station buy | A25-54 | | | | [Blue bar] | [Blue bar] | [Blue bar] | | | | | | | | | | | \$9,000 | | \$3,550 | \$2,450 | \$3,000 | | | | | |
| Fix A Leak (P/U) 2021: 03.15 - 03.21 Television Part of umbrella campaign Digital Radio Estimated two-station buy | A25-54 | | | | | | | | [Blue bar] | [Blue bar] | [Blue bar] | | | | | | | \$9,000 | \$750 | \$3,500 | \$4,750 | | | | | | |
| Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Television Part of umbrella campaign Digital Radio Estimated two-station buy | A25-54 | | | | | | | | | | | [Blue bar] | [Blue bar] | [Blue bar] | [Blue bar] | | | \$9,000 | | \$3,550 | \$2,450 | \$3,000 | | | | | |
| FOG | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Television Part of umbrella campaign Digital Radio Estimated four-station buy | A25-54 | | | | | | | [Yellow bar] | [Yellow bar] | [Yellow bar] | | | | | | | | \$15,000 | | \$3,925 | \$3,750 | \$7,325 | | | | | |
| What Not To Flush (P/U) 2021: 02.?? - 02.?? Television Part of umbrella campaign Digital Radio Estimated four-station buy | W25-54 | | | | | | | | [Yellow bar] | [Yellow bar] | | | | | | | | \$15,000 | | \$3,925 | \$3,750 | \$7,325 | | | | | |

Attachment 3



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

| Monday Start | 2020 | | | | | | 2021 | | | | | | TOTAL PLANNED | TOTAL PLACED | BUDGET |
|--------------|--------------------|-------------------------|-------------------------|-----------------------|--------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------|--------------------|---------------|--------------|--------|
| | July 6 13 20 27 | August 3 10 17 24 31 | September 7 14 21 28 | October 5 12 19 26 | November 2 9 16 23 30 | December 7 14 21 28 | January 4 11 18 25 | February 1 8 15 22 | March 1 8 15 22 29 | April 5 12 19 26 3 | May 10 17 24 31 | June 7 14 21 28 | | | |
| | | | | | | | | | | | | | \$115,000 | \$115,000 | |

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts This is not available on mobile or tablet....only through TV-connected devices. It is recommended that more than one spot rotate. Frequency is very high.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV. Advertisers can create a daily cap per device, dayparting is available. This does not include subscription based services (Netflix, Hulu, Amazon). It is suggested that several spots rotate due to high frequency.

FEP - Full Episode Content