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NAME CAMPAIGN

BUDGET APPROVED

MEDIA PLAN & CREATIVE APPROVED

CLIENT	HRPDC / askHRgreen.org		
JOB #			
COMMITTEE	Water Awareness		
CAMPAIGN	Fix-A-Leak		
BUDGET	MEDIA: \$11,900	CREATIVE: \$920	PICK UP
FLIGHT DATES	2020: 03.23 - 03.29 (Last week in March is Nat'l Fix-A-Leak Week)		
TARGET DEMO			
CAMPAIGN PAGE LINK	http://askhrgreen.org/campaign/lets-talk-fixing-leaks		

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)			38.70%	2.2	574,000							
TOTAL RADIO EXPOSURE (A18+)			37.80%	2.4	1,175,000							
WNOB-FM	Adult Hits	30									:60	
WUSH-FM	Country	30									:60	
WWDE-FM	Adult Contemporary	19									:60	
WVKL-FM	Urban Adult	20									:60	
WAFX-FM	Classic Rock	42									:60	
WNOR-FM	Active Rock	26									:60	
RADIO SUMMARY		167	37.80%	2.4	1,175,000		0					\$8,264.00
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				40,000			#DIV/0!			320x50, 300x50, 300x250,	
WTKR.com - Mobile App	Digital Ads				5,000			#DIV/0!			320x50, 300x250	
WTKR-Weather Channel	Display Static Ad				15,000			#DIV/0!				
WTKR.com	Native Content Ad				22,250			#DIV/0!				
based on actions, not impressions. Results are actual imps delivered)												
	Facebook/Instagram					500		#DIV/0!			pixels visual +copy for ad	
Pre-roll	Short Form Video				24,750			#DIV/0!			:15 video available	
ONLINE / DIGITAL SUMMARY					107,000	500	0	0				\$3,636.76
											SUBTOTAL:	
											Media Buy	\$11,900.76
ADDED VALUE												
Added Value for Stations												\$11,250.00
Added Value for Digital												-107,000

Attachment 3

ADDED VALUE SUMMARY		0	-107,000	0	SUBTOTAL:		Added Value	\$11,250.00
TOTAL VALUE OF SCHEDULE		167	1,282,000	0	0	Average 0.0%		\$23,150.76
BUDGET								
MEDIA								\$11,900.76
PROJECT MANAGEMENT + CREATIVE TOTAL								\$920.00
TOTAL BUDGET								\$12,820.76
TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)								\$24,070.76
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)								\$1.81
ANALYTICS								
	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS	
Google								
WAFX and WNOR:	"Arlo's Shed" - This is one of the biggest promotions that WAFX does all year and it covers a full five weeks...extending the askHRGreen.org messaging an extra four weeks outside of their oneweek flight! There are a total of five on-sites that askHRGreen.org can be at or have presence at via hand-outs, fin flags, banner, signage, etc. In short, at the final on-site, we give away a shed along with all the fabulous prizes contained within! The promotions draws the perfect kind of audience for the Fix a Leak campaign.					7,000		
WNOB and WUSH	One facebook posting – register to win getting a leak fixed up to a \$500 value Winner selected Monday March 30 (10) fifteen-second recorded promos M-Su 6a-12a (5) ten-second liners All liners and commercials will stream online free of charge					1,850,000		
WWDE and WVKL	Main page banner on station website(s), linking to a dedicated information page with askHRgreen.org's facts, tips, and videos for each campaign. Campaign promoted/included in station e-newsletter(s) If applicable - social media videos with station personalities sharing ideas, tips, etc.					2,150,000		