



323A First Colonial Rd. • Virginia Beach, VA 23454 • 757.437.1185  
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## CAMPAIGN BUDGET + RESULTS

VER 01 • 04/16/2017

APPROVED

CLIENT	HRPDC / askHRgreen.org
PROJECT	Spring Campaign 2017 for Stormwater
JOB #	#1894
COMMITTEE	Stormwater
CAMPAIGN	Lawncare "Work Smarter, Not Harder"
FLIGHT DATES	4/3/17 - 4/16/17 (2 weeks)
TARGET DEMO	M35+, A25-54
AD VENDOR(S)	WTKR.com, WTKR's ad server network, WNOB-FM, WAFX-FM, WNIS-AM, WVSP-FM



PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	CLICKS	CLICK THROUGH RATE (CTR)	SIZE(S)	BUDGET
TARGETED RADIO EXPOSURE: (M35+)	WAFX-FM = 61 spots WVSP-FM = 16 spots WNIS-AM = 36 spots WNOB-FM = 64 spots	177	38.4%	3	440,100			:60	
TOTAL RADIO EXPOSURE (A18+ - targeted demographics PLUS additional exposure outside of targeted audience)			25.3%	2.5	792,600			:60	
<b>RADIO SUMMARY:</b>		<b>177</b>			<b>792,600</b>			<b>:60</b>	<b>\$7,000.00</b>
AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				32,533	86	0.26%	320x50, 300 x 250 728 x 90, 300x50	
<a href="#">WTKR.com</a>	Digital Ads				2,394	23	0.96%	320x50, 300 x 250 728 x 90, 300x50	
<a href="#">WTKR.com</a>	Native Ads				not applicable	not applicable	not applicable		
<a href="#">WTKR.com</a>	Pre-roll				not applicable	not applicable	not applicable		
SOCIAL NETWORKS	Facebook				140,482	4,787	3.41%	770x440 visual +copy for ad	
<b>DIGITAL SUMMARY:</b>					<b>175,409</b>	<b>4,896</b>	<b>2.78%</b>		<b>\$2,510.00</b>
<b>TOTAL PAID SUMMARY:</b>									<b>\$9,510.00</b>
<b>ADDED VALUE:</b>									<b>\$11,762.00</b>
Added Value for Digital	<a href="#">WTKR.com</a>								\$7,512.00
Added Value for Stations	<b>WNOB-FM</b> (Four Season's Nursery Gift Card Promo) <b>WAFX-FM</b> (Taylor's Do-It Center Gift Card Promo)				2670 (WNOB-FM)	124 (WNOB-FM)			\$4,250.00
<b>TARGETED TOTAL FOR RADIO &amp; DIGITAL (Paid and Added Value):</b>		<b>177</b>			<b>968,009</b>	<b>4,896</b>			<b>\$21,272.00</b>



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<b>ANALYTICS (4/3/17 - 4/16/17)</b>	<b>SESSIONS</b>	<b>USERS</b>	<b>PAGE VIEWS</b>	<b>PAGES/SESSION</b>	<b>AVG DURATION</b>	<b>NEW VISITORS</b>	<b>RETURNING VISITORS</b>		
Google	5,454	4,134	7,331	1.34	:51	72.40%	27.60%		

**TOTAL VALUE OF SCHEDULE** **\$21,272.00**

**RETURN ON INVESTMENT** (total value + total spend) **\$2.24**

**COST PER THOUSAND IMPRESSIONS** (total spend + total impressions, including added value) **\$15.45**