RED CHALK STUDIOS
BUILD BETTER BRANDS

askHRgreen.org

323A First Colonial Rd. • Virginia Beach, VA 23454 • 757.437.1185
RedChalkStudios.com • kim@redchalkstudios.com • ellen@redchalkstudios.com

NAME CAMPAIGN

BUDGET APPROVED | MEDIA PLAN NOT YET APPROVED

CLIENT	HRPDC / askHRgreen.org
JOB #	
COMMITTEE	Stormwater
CAMPAIGN	Pet Waste "Poo-em" — MEDIA BUY: "MAJOR" CAMPAIGN
BUDGET	MEDIA: $9,000 CREATIVE: PICK UP
FLIGHT DATES	2021: 06.07 - 06.13
TARGET DEMO	
CAMPAIGN PAGE LINK	https://askhrgreen.org/campaign/pet-waste/

		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)		120	16.60%	2.7	293,000							
TOTAL RADIO EXPOSURE (A18+)		120	14.60%	2.7	516,000							
WAFX		60									:60	:10-second sponsorship verbiage
WNOR		60									:60	
WAFX/WNOR Contest Impressions									#DIV/0!			
RADIO SUMMARY		360	16.60%	2.7	**516,000**		**0**					$3,003.00
TOTAL TV EXPOSURE (A25-54, targeted demographics)			79.20%	2.4	1,234,000							
TOTAL TV EXPOSURE (A18+)			93.90%	3.2	4,006,000							
TOTAL TV EXPOSURE (A18-34)			46.20%	1.8	303,000							
WVEC-TV	ABC	Environmental Friday Segment									:30/:15	
		Promotion for Environmental Friday									:30/:15	
		Premion (A18-34 target)									:30/:15	
		ROS									:30/:15	
		Targeted Preroll							#DIV/0!		:30/:15	
		Preroll on 13newsnow.com									:30/:15	
TELEVISION SUMMARY		0	93.90%	3.2	**5,543,000**		**0**	**0**				$3,550.00
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				25,000				#DIV/0!		320x50, 300x50, 300x250, 728x90	

Attachment 2

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WTKR.com - Mobile App	Digital Ads				5,000				#DIV/0!		320x50, 300x250	
WTKR-Weather Channel	Display Static Ad				12,000				#DIV/0!			
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actual imps delivered)	Facebook/Instagram					475			#DIV/0!		1200x628 pixels visual +copy for ad	
Pre-roll					22,000				#DIV/0!		:15	
ONLINE / DIGITAL SUMMARY					**64,000**	**475**	**0**	**0**				$2,450.29
											SUBTOTAL: Media Buy	**$9,003.29**
ADDED VALUE												
Added Value for Stations												$2,500.00
Added Value for Digital							-64,000					
ADDED VALUE SUMMARY		**0**					**-64,000**				**SUBTOTAL: Added Value**	**$2,500.00**
TOTAL VALUE OF SCHEDULE		**360**			**6,123,000**		**0**	**0**	**Average 0.0%**			**$15,053.29**

BUDGET	
MEDIA	**$9,003.29**
PROJECT MANAGEMENT + CREATIVE TOTAL	
TOTAL BUDGET	**$5,453.29**
TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)	**$11,503.29**
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)	$2.11

ANALYTICS	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS
Google							
WAFX-WNOR	Appearance on the Mike Arlo Community show						
	"My Pet Rocks" Photo Contest. Listeners will be directed to FM99.com and 1069thefox.com to submit a photo of their pet. On entrant on each station will be randomly chosen to receive a $150 Petsmart Gift Card. Contest includes:						
	Homepage web exposure on FM99 and 1069thefox						
	Contest will be included in Eblast sent to each station's database						
	Contest will be posted on each station's FB page						
	Minimum of 30 prmotional announcements on each station						

Attachment 2

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Attachment 2