

**FIX-A-LEAK CAMPAIGN**

BUDGET APPROVED

MEDIA PLAN & CREATIVE APPROVED

CLIENT	HRPDC / askHRgreen.org		
JOB #			
COMMITTEE	Water Awareness		
CAMPAIGN	Fix-A-Leak / Seek-the-Leak — MEDIA BUY: "MINOR" CAMPAIGN		
BUDGET	MEDIA: \$9,000	CREATIVE: PICK UP	
FLIGHT DATES	2021: 03.15 - 03.21		
TARGET DEMO			
CAMPAIGN PAGE LINK	<a href="http://askhrgreen.org/campaign/lets-talk-fixing-leaks">http://askhrgreen.org/campaign/lets-talk-fixing-leaks</a>		

PAID MEDIA CHANNEL	AD LOCATION/TYPE	PURCHASED					ACHIEVED					
		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)		138	24.10%	2.3	358,000		358,000					
TOTAL RADIO EXPOSURE (A18+)			22.00%	2.2	621,000		621,000					
WNOB-FM	Adult Hits	44								:60		
WGH-FM	Country	23								:60		
WVWB-FM	Adult Contemporary	21								:60		
WAFX-FM	Classic Rock	39								:60		
WNOR-FM	Active Rock	11								:60		
										:60		
<b>RADIO SUMMARY</b>		138	22.00%	2.2	<b>621,000</b>		<b>621,000</b>					\$5,335.00
TOTAL TV EXPOSURE (A25-54, targeted demographics)												
TOTAL TV EXPOSURE (A18+)												
TOTAL TV EXPOSURE (M18+)												
WVEC-TV	ABC - Facebook Posts				TBD	TBD	61,678	300	0.49%		Facebook (3 postings)	
<b>TELEVISION SUMMARY</b>		0					<b>61,678</b>	<b>300</b>				\$750.00
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				15,000		17,661	28	0.16%		320x50, 300x50, 300x250, 728x90	

Attachment 3A

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CLIENT	HRPDC / askHRgreen.org													
WTKR.com - Mobile App	Digital Ads				5,000			5,886	0	0.00%		320x50, 300x250	Impressions did not run due to tech error at Weather Channel. Made good in the Value of Water Workers Campaign.	
WTKR-Weather Channel	Display Static Ad				15,000					#DIV/0!				
<a href="http://WTKR.com">WTKR.com</a>	Native Content Ad				17,650			20,768	31					
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actual imps delivered)	Facebook/Instagram					500		47,532	1,266	2.66%		1200x628 pixels visual +copy for ad + long-form video		
Pre-roll	Short Form Video				17,750			20,883	46	0.22%		:15 video available		
<b>ONLINE / DIGITAL SUMMARY</b>					<b>70,400</b>	<b>500</b>		<b>112,730</b>	<b>1,371</b>				\$2,915.59	
													<b>SUBTOTAL: Media Buy</b>	<b>\$9,000.59</b>
<b>ADDED VALUE</b>														
Added Value for Stations														\$11,500.00
Added Value for Digital								42,330						
<b>ADDED VALUE SUMMARY</b>					<b>0</b>			<b>42,330</b>					<b>SUBTOTAL: Added Value</b>	<b>\$11,500.00</b>
<b>TOTAL VALUE OF SCHEDULE</b>					<b>138</b>		<b>691,400</b>	<b>795,408</b>	<b>1,671</b>	<b>0.21%</b>				<b>\$20,500.59</b>
<b>BUDGET</b>														
<b>MEDIA</b>														<b>\$9,000.59</b>
<b>PROJECT MANAGEMENT + CREATIVE TOTAL</b>														<b>\$920.00</b>
<b>TOTAL BUDGET</b>														<b>\$9,920.59</b>
<b>TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)</b>														<b>\$21,420.59</b>
<b>TOTAL IMPRESSIONS</b>														<b>795,408</b>
<b>COST PER THOUSAND IMPRESSIONS</b> (campaign total spend ÷ total impressions x 1000, including added value)														<b>\$12.47</b>
<b>RETURN ON INVESTMENT</b> (total value ÷ campaign total spend)														<b>\$2.16</b>
<b>ANALYTICS</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														

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WAFX/WNOR	Arlo's Shed	Promotional Flight: 3/20 - 4/24									
		Events: 3/25, 4/1, 4/8, 4/15, 4/22, 4/24									
		Finale: 4/24									
		Starting in March, listeners will be encouraged through on-air, online, social media and e-blast to go to a Land and Coates location to register for a chance to win "Arlo's Shed".									
		The shed will be displayed on-site at five (5) two-hour events and at the finale, all hosted by a Fox personality. The events will take place at different Land and Coates' locations throughout Hampton Roads									
		The FOX will randomly select one qualifier from each registration event and at the finale to receive a key that could open Arlo's Shed. All six qualifiers will be present at the finale and one of the keys will unlock "The Shed". The person with the lucky key will win the Shed and all of its contents.									
	<a href="#">AskHRGreen.org</a> to receive	Inclusion in shared promotional announcements for five consecutive weeks (3/21 - 4/24)									
		Opportunity to hand out information at six different Shed Stops									
		Web Exposure with logo and link to site									
		A lead-generating database of participants that opt-in during registration.									
	AshHR <a href="#">Green.org</a> to provide:	<a href="#">AskHRGreen.org</a> gave a rain barrel.									
WNOB	Facebook promotion the week of March 15: Tag a friend and comment for a chance to win a GOVEE WIFI Water SEnsor water leak testing kit (provided by the station). Includes 10 :15-second recorded promos and 10 10-second liners										
	On-air sponsorship of 12 o'clock LIVE with Holly Williams.										
WGH/WVBW	Rotating Leaderboards and cubs on each station website for entire month of the campaign										
	Mobile banner (320x50) on each station's website for the entire month										
	Social media post on each station's FB and IG										
	Homepage Takeover for one week on each station										