



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 & CREATIVE APPROVED

CLIENT	HRPDC / askHRgreen.org		
JOB #			
COMMITTEE	Water Awareness		
CAMPAIGN	Value of Water Workers / Drinking Water Week — MEDIA BUY: "MAJOR" CAMPAIGN		
BUDGET	MEDIA: \$9,000	CREATIVE: \$XXX	NEW CREATIVE Direction from WA Committee: Essential Water Workers + Infrastructure messaging
FLIGHT DATES	2021: 05.03 - 05.09		
TARGET DEMO			
CAMPAIGN PAGE LINK	https://askhrgreen.org/campaign/value-of-water-drinking-water-week/		

		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)		86	17.60%	2.3	263,000		263,000					
TOTAL RADIO EXPOSURE (A18+)		86	17.20%	2.3	514,000		514,000					
WNOB-FM		36								:60/:30	:10-second verbiage	
WVWL-FM		23								:60/:30	1200x600 and 775x515	
WGH-FM		27								:60/:30	:10-second verbiage	
RADIO SUMMARY		86	17.20%	2.3	514,000		514,000					\$3,000.00
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		3,945,950					
TOTAL TV EXPOSURE (A1834)			46.20%	1.8	303,000							
WVEC-TV	ABC	Environmental Friday Segment									:30/:15	
		Promotion for Environmental Friday									:30/:15	
		Premion (A18-34 target)					42,618				:30/:15	30.4% viewership 9a-4p time period, followed by 22.6% 7p-12m. Top Networks: Pluto, Discovery ID, History, Discovery, Lifetime, VRV, TLC, HGTV, Food, VH1, WETv
		ROS									:30/:15	
		Targeted Preroll					17,432	50	0.29%		:30/:15	
		Preroll on 13newsnow.com									:30/:15	
TELEVISION SUMMARY		0	93.90%	3.2	4,006,000		4,006,000	50				\$3,550.00

Attachment 3A



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WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				33,350			39,235	51	0.13%		320x50, 300x50, 300x250, 728x90
WTKR.com - Mobile App	Digital Ads				5,000			5,883	11	0.19%		320x50, 300x250
WTKR-Weather Channel	Display Static Ad				12,500			14,720	32	0.22%		
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actualimps delivered)	Facebook/Instagram					450		46,095	752	1.63%		1200x628 pixels visual +copy for ad
Pre-roll					20,000			23,544	37	0.16%	xx% Video Complete Rate	
ONLINE / DIGITAL SUMMARY					70,850	450		129,477	883			
												SUBTOTAL: Media Buy
												\$9,000.24
ADDED VALUE												
Added Value for Stations												\$2,650.00
Added Value for Digital								58,627				\$990.88
ADDED VALUE SUMMARY					0			58,627				SUBTOTAL: Added Value
												\$3,640.88
TOTAL VALUE OF SCHEDULE					86	4,590,850		4,649,477	883	Average 0.0%		\$12,641.12
BUDGET												
MEDIA												\$9,000.24
PROJECT MANAGEMENT + CREATIVE TOTAL												
TOTAL BUDGET												\$9,000.24
TOTAL VALUE (MEDIA BUDGET + CREATIVE BUDGET + ADDED VALUE)												\$12,641.12
TOTAL IMPRESSIONS												4,649,477
COST PER THOUSAND IMPRESSIONS (campaign total spend + total impressions x 1000, including added value)												\$1.94
RETURN ON INVESTMENT (total value + campaign total spend)												\$1.40
ANALYTICS	SESSIONS	USERS	PAGE VIEWS	PAGES/SESSION	AVG DURATION	NEW VISITORS	RETURNING VISITORS					
Google												
WNOB-FM	10x :30-second recorded promotional informational message on the value of Water :15-second video posted on Facebook, promoted by 10x :10-second liners encouraging people to watch the video on FB and comment for a chance to win a \$50 Gift Card to Freemason Abbey (provided by the station).											
WGH-FM	Digital posts, Social Posts, Homepage Takeover Bonus Spots											



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CLIENT	HRPDC / askHRgreen.org												
WVKL-FM	Digital and social posts												
	Interview on the Hampton Roads Perspective show airing on WVKL, WWDE, WPTE and WNVZ on Sunday mornings.												