



AskHRGreen Spring Television
Summary

Media Placement Budget: \$72,498
Total Proposed Investment: \$227,531

Flights

2/13/2017	FOG Down The Drain	\$	13,750
2/20/2017	Fix-A-Leak	\$	16,666
3/13/2017	What Not To Flush	\$	13,750
3/20/2017	Infrastructure	\$	16,666
5/8/2017	Drinking Water Week	\$	16,666

Total \$ 77,498

Digital \$14,495

- Targeted Display
- Native Content Ad
- Facebook
- WTKR.com

Estimated 116,200 total weekly impressions / 581,000 total

Television \$58,040

Cable (includes Cox, Verizon, and Dish delivery): Animal Planet, Cooking Channel, CNBC, DIY, ESPN/Sportscenter, Food Network, HGTV, Lifetime Moving Channel, National Geographic Channel, and The Weather Channel.

Added Value: 185 Taggables to air on available networks. Dish Network audience.

WAVY (NBC, Channel 10): Local morning news, Weekend morning news, Daytime Rotation, and Evening News

Added value: Reduced package rates, *possible* HR Show appearance.

WVEC (ABC, Channel 13): Nightline, Local Morning News, Weekend Morning News, Early News, Wheel/Jeopardy, and Late Fringe (Scandal/Castle)

Added value: Bonus Rotator spots, *possible* on-air promo spots

Total Spots: 830 / 166 per week

Total A25-54 Rating Points: 718 / 143.6 per week

Total A25-54 Impressions 5,128,000 / 1,025,600 per week

A25-54 R/F: 89.9% / 8.0 Weekly 38.1% / 3.8

Total A18+ Rating Points:	804 / 160.8 per week		
Total A18+ Impressions	11,321,400 / 2,264,280 per week		
A18+ R/F:	90.0% / 8.9	Weekly	44.8% / 3.6