

Hampton Roads Planning District Commission 2015-16

What Not to Flush

Flight Dates: 10/26/15 - 11/8/15

Total Weeks: 2

Target Demo: W25-54, A18+

C&C Internal
Client Approval:
Date:
FP# 1848 (FOG)
VT Approval: _____
Date:

Total Number of Radio Impressions:	537,180
Movie Theater Impressions	219,033
Total Number of Online Impressions:	234,500
Total Number of Impressions for all media:	<u>990,713</u>

Radio Investment	\$9,371
On-line investment	\$3,477
Movie Theater Advertising	\$4,000
Value of Added Value	\$9,974
TOTAL VALUE OF SCHEDULE	\$26,822
BUDGET:	\$16,848

Station/Daypart	Spot Length	Number of Spots	Added Value
WVKL 105 - Urban Contemporary	:60	48	Web banner with link, Facebook posts with "Did you know..." tops from HRG, AskHRG tops included in the "1 Thing" platform on the station's web site.
WNVZ 104.5 - Hot AC	:60	42	Web banner with link, Facebook posts with "Did you know..." tops from HRG, AskHRG tops included in the "1 Thing" platform on the station's web site.
WUSH-FM 106.1 Country	:60	94	Military Monday sponsorship, bonus spots, web banner with link
WVHT-FM 100.2 - Hot AC	:60	86	Eargasm Sponsorship - The hottest mix of music in HR every Saturday night 7p-1a. Includes min of 10 mentions, 20 mentions on Saturday, and a post on WVHT's facebook page
WTYD and WXTG Adult Alternative	:60	33	Bonus spots

Radio Schedule Delivery (Includes Web Impressions that are part of the radio buy):

Impressions	Reach	Frequency	Spots
537,180	54	3.0	303

NCM Movie Theater Advertising - 13 theaters throughout Hampton Roads 10/23/14 - 11/1/14

219033

Impressions

Website	Ad Location	Ad Unit	Impressions Purchased*	Impressions Delivered	Clicks	Click Thru Rate
WTYD		300x250				#DIV/0!
WVKL	Added Value	300x250				#DIV/0!
WVKL	Added Value	300x250				#DIV/0!
WUSH-FM	Added Value	300x250				#DIV/0!
WTKR.com	Targeted Display (Geo and Demo Targeted)		92,500			#DIV/0!
	:15-Video Pre-roll (Geo and Demo Targeted)		22,500			
	Facebook (Geo and Demo Targeted)		87,000			
	Native Advertising (WTKR.com)		32,500			
TOTAL			234,500	0	0	#DIV/0!

* Impressions are estimated



Radio Spot Calendar By Station

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Market: NORFOLK PPM
 Client: AskHRGreen.org
 Brand: FY 2015-16
 Product: FOG (1848)
 Campaign: What Not To Flush
 Flight Dates: Oct 26, 2015 - Nov 08, 2015
 Survey: July 15, August 15, September 15

Buyer: Vicki Townsend
 Rate Tier: Station Gross
 Station(s): WVKL-FM, WNVZ-FM,
 WUSH-FM, WVHT-FM, WTYD-FM,
 WXTG-FM

Date: 10/12/2015 4:02:57 PM

Weekly Distribution							Oct	Nov	
Station	Day(s)	Time	Len	Format	26	02	Spots		
WVKL-FM									
AM	MTWTF--	06:00 am - 10:00 am	60	Urban AC	1	1	2		
MD	MTWTF--	10:00 am - 03:00 pm	60	Urban AC	5	5	10		
PM	MTWTF--	03:00 pm - 07:00 pm	60	Urban AC	2	2	4		
EV	MTWTF--	07:00 pm - 12:00 am	60	Urban AC	6	6	12		
WE	----S-	06:00 am - 07:00 pm	60	Urban AC	4	4	8		
WE	----S	06:00 am - 07:00 pm	60	Urban AC	3	3	6		
EV	----SS	07:00 pm - 12:00 am	60	Urban AC	3	3	6		
WVKL-FM Spot Total					24	24	48		
WNVZ-FM									
AM	MTWTF--	06:00 am - 10:00 am	60	Hot AC	1	1	2		
MD	MTWTF--	10:00 am - 03:00 pm	60	Hot AC	5	5	10		
PM	MTWTF--	03:00 pm - 07:00 pm	60	Hot AC	5	5	10		
WE	----S-	06:00 am - 07:00 pm	60	Hot AC	2	2	4		
WE	----S	06:00 am - 07:00 pm	60	Hot AC	2	2	4		
EV	----SS	07:00 pm - 12:00 am	60	Hot AC	6	6	12		
WNVZ-FM Spot Total					21	21	42		
WUSH-FM									
AM	MTWTF--	05:00 am - 06:00 am	60	Country	5	5	10		
AM	MTWTF--	06:00 am - 10:00 am	60	Country	2	2	4		
PM	MTWTF--	03:00 pm - 07:00 pm	60	Country	6	6	12		
DA	----SS	06:00 am - 07:00 pm	60	Country	4	4	8		
RT	MTWTFSS	05:00 am - 01:00 am	10	Country	54	0	54		
MILITARY MONDAY'S									
	MTWTFSS	04:00 am - 02:00 am	60	Country	3	3	6		
BONUS SPOTS									
WUSH-FM Spot Total					74	20	94		
WVHT-FM									
MD	MTWTF--	10:00 am - 03:00 pm	60	Hot AC	5	5	10		
AM	MTWTF--	07:00 am - 10:00 am	60	Hot AC	3	3	6		
PM	MTWTF--	03:00 pm - 06:00 pm	60	Hot AC	4	4	8		
MD	----S-	10:00 am - 03:00 pm	60	Hot AC	2	2	4		
RT	MTWTFSS	04:00 am - 12:00 am	60	Hot AC	8	8	16		
MD	----S	10:00 am - 03:00 pm	60	Hot AC	1	1	2		
WD	----SS	06:00 am - 12:00 pm	60	Hot AC	5	5	10		
RT	----S-	06:00 am - 07:00 pm	10	Hot AC	10	0	10		
TEASER MENTIONS									
RT	----S-	07:00 pm - 12:00 am	10	Hot AC	20	0	20		
SPONSOR MENTIONS									
WVHT-FM Spot Total					58	28	86		
WTYD-FM									
DT	MTWTF--	05:00 am - 07:00 pm	60	Album Adult Alternat	0	12	12		
RT	MTWTFSS	04:00 am - 01:00 am	60	Album Adult Alternat	0	4	4		
RT	MTWTFSS	05:00 am - 04:59 am	WEB	Album Adult Alternat	0	1	1		
WTYD-FM Spot Total					0	17	17		
WXTG-FM									

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Weekly Distribution							
Station	Day(s)	Time	Len	Format	Oct 26	Nov 02	Spots
DT	MTWTF--	07:00 am - 05:00 pm	60	Album Adult Alternat	0	12	12
RT	MTWTFSS	04:00 am - 01:00 am	60	Album Adult Alternat	0	4	4
WXTG-FM Spot Total					0	16	16
Weekly Schedule					177	126	303

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.