

DTTD
Summer 2018 Media Plan Recommendation

Media Channel	April					May					June				July					August				Total Spots/ Impressions
	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20		
Network TV																								
New York																								
WABC (ABC)								12	12		12	12											48	
WNBC (NBC)								9	8	8	8	7	8										48	
WNBC Integration																							0	
Hartford																								
WTNH (ABC)								22	19	21	19	19	19										119	
WFSB (CBS)								18	18	18	18	18	18										108	
Portland																								
WCSH (NBC)								19	19	19	19	19	19										114	
Providence																								
WLNE (ABC)								34	36	31	31	30	30										192	
Canada (Toronto/Montreal)																								
CTV (Montreal)								25	24	25	25	24	26										149	
Cable TV																								
New Hampshire/Massachusetts/Hartford CT																								
Southern NH, Greater Boston, Burlington, Springfield and Hartford											14k Traditional Spots													14,724
											60 Red Sox Spots													60
											500k TV On-Demand Spots													500,000
											500k Online On-Demand Spots													500,000
TOTAL # of TV/VOD SPOTS/IMPRESSIONS																								1,014,784
Print																								
Yankee Magazine May/June Co-Op											4/21 drop - May/Jun Co-Op													287,301
TOTAL PRINT IMPRESSIONS																								287,301
OOH																								
Boston/New York Transit																								
Boston/NYC Bus Shelters (JcDecaux)											5/14-6/10													26,011,153
Boston Billboard Build Out (Clear Channel)											5/28-6/18													3,196,036
Hartford Billboard (Lamar)											5/14-6/10													1,234,256
Boston/NYC Transit (Outfront)											5/14-6/10				6/18 - 7/15									79,265,814
New Jersey/New York Transit																								
NJ PATH (NBCU)											5/14-6/30													10,506,478
Canada (Toronto/Montreal)																								
Montreal Billboard/Transit (MediaCorps)											5/21-6/17													11,069,762
TOTAL OOH IMPRESSIONS																								131,283,499
Podcast																								
NPR Podcasts																								
											5/14-6/30													1,000,000
Online Display/Social/SEM																								
TripAdvisor.com											5/14/18-6/30/18													2,342,857
Outside Mag											5/14/18-6/30/18													1,963,000
Yankee Magazine.com											5/14/18-6/30/18													230,000
Visit NE											5/14/18-6/30/18													833,301
Tapad											5/14/18-6/30/18													5,290,126
Boston.com/Globe											5/14/18-6/30/18													1,050,000
Dynadmic											5/14/18-6/30/18													1,875,000
RoadTrippers											5/14/18-6/30/18													1,000,000
Adara											5/14/18-6/30/18													4,527,778
AdTheorent											5/14/18-6/30/18													3,098,679
Outdoor Project											5/14/18-6/30/18													4,295,000
Jun Group											5/14/18-6/30/18													887,115
Social May - June											5/1/18 - 6/30/18													7,369,658
Social July - August																	7/1/18 - 8/31/18							4,528,419
SEM Apr - June						4/1/18-4/30/18					5/1/18 - 6/30/18												384,000	
SEM July - August																	7/1/18 - 8/31/18							389,000
TOTAL DIGITAL IMPRESSIONS																								40,063,932
TOTAL PLANNED SPOTS/IMPRESSIONS																								172,649,516

*All costs and placements are estimated and subject to change, availability and/or negotiation prior to official space reservation.
Any signed media contract that secures a specific rate structure may be subject to a short-rate if cancelled before commitment is completed.*