

DTTD
Visit Fall + Long Haul Campaign 2018 Media Plan Recommendation

8/7/2018

Media Channel	July					August				September				October					Total Impressions	
Monday Calendar Dates	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29		
TV																				
WCVB										3	3			3	3				805,920	
DISPLAY																				
Visit NE														9/4-10/30					1,125,000	
Trip Advisor														9/4-10/30					1,392,174	
TapAd														9/4-10/30					2,600,000	
Storygize														9/4-10/30					3,387,143	
Pandora														9/4-10/30					1,916,664	
Outside Mag														9/4-10/30					689,000	
Adara														9/4-10/30					4,609,127	
AARP														9/4-10/30					1,441,804	
SOCIAL LONG-HAUL																				
Facebook & Instagram														7/23-9/30					1,650,000	
SOCIAL																				
Facebook														9/1-10/31					1,961,111	
Instagram														9/1-10/31					1,550,214	
Snapchat														9/1-10/31					666,667	
Pinterest														9/1-10/31					444,444	
SEM																				
Google														9/1-10/31					300,000	
YouTube														9/1-10/31					100,000	
TOTAL IMPRESSIONS																				24,639,267

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.

All budgets are fluid among channels/placements.

Creative due 8/14/17

MEDIA BUDGET SUMMARY		
Channel	\$	%
TV	\$14,280.00	4.75%
Display	\$183,229.81	61%
Social	\$45,000.00	15%
Social (long haul)	\$30,000.00	10%
SEM	\$25,000.00	8%
Ad Serving	\$2,831.55	1%
TOTAL	\$300,341.36	100%

MEDIA BUDGET SUMMARY		
Geography	\$	%
U.S.	\$254,428.14	86%
Canada	\$43,081.67	14%
TOTAL	\$297,509.81	100%