Spring 2018
April 24–May 22
Target: Homeowners, 35-64, mid- to high income

		Specs	23-Apr	30-Apr	7-May	14-May	21-May	26-May	4-Jun	18-Jun	11-Jun	Cost
Radio												
WEZF 92.9			3	3	3	3	4	3	3	3	3	$1,008
WVMT 620 WVMT			10	10	10	10	10	10	10	10	10	$900
VPR	Primary station only (not classical)	Copy only	3	3	3	3	2			3	3	$1,080
Web												
WCAX.com	Desktop/mobile 5,000 Impressions/week	300x250 $8 per thousand impressions	x	x	x	x	x	x	x	x	x	$360
Google Ad Network - Display	pay-per-click	Adwords and Display, various sizes	$500	$500	$500	$500	$500	$500	$500	$500	$500	$4,500
Youtube Video Advertising	pay-per-play	:30 second spot	$500	$500	$500	$500	$500	$500	$500	$500	$500	$4,500
TV												
WCAX		:30 second spot		2 (6-7am)	1(6-7am)	2 (6-7am)	1 (6-7am)			2 (5-6am)	2 (5-6am)	$1,710
Xfinity - 300 total across the following stations		:30 second spot	varied	varied	varied	varied	varied				varied	$2,000
Discovery												
MSNBC												
HLN												
DIY												
HGTV												
TLC												
Print												
Seven Days VT			x		x		x			x		$1,755
TOTAL												**$16,058**