

FALL 2018

RETHINK RUNOFF

September/November

Target: Homeowners, 35-64, mid- to high income

		Specs	28-Aug	4-Sep	11-Sep	18-Sep	25-Sep	Cost	Creative Due
Radio									
WVMT 620 WVMT, 6AM-10PM \$18		RUN Fertilizer only	3	3	3	3	3	\$324	
VPR	Primary station only (not classical)	Copy only		3	3	3	3	\$720	
Web									
WCAX web ad		300x250px \$10 CPM - 50,000		x	x	x	x	\$400	
Youtube network, \$150 per week RUN Fertilizer only			x	x	x	x	x	\$750	
Google ad network, \$350 per week RUN Fertilizer and Pet Waste through 9/25 RUN Water Recreation through Labor Day	pay-per-click	Adwords and Display, various sizes	x	x	x	x	x	\$1,750	
TV									
WCAX (5am-9am) \$150 per spot									
WCAX (5-6am) \$85		:30		4	4	4	4	\$1,360	
Xfinity		:30		TBD	TBD	TBD	TBD	\$1,112	
CNN				TBD	TBD	TBD	TBD		
MSNBC				TBD	TBD	TBD	TBD		
HGTV				TBD	TBD	TBD	TBD		
TV Land				TBD	TBD	TBD	TBD		
Print									
Seven Days VT				x		x		\$1,006	
				Fertilizer ad		Fertilizer ad			
TOTAL								\$7,422	

	Budgeted	Proposed
August/September 2018	\$10,000	\$7,422
Winter 2018-2019 Pet Waste	\$0	\$2,663
Spring-early summer 2019 (\$ incurred <6/30)	15000	19186
	\$25,000	\$29,271.00

<<<Actual

WINTER 2018-2019

RETHINK RUNOFF

Target: Pet OwnerS

		Specs		1/7/2019	14-Jan	21-Jan	28-Jan	4-Feb	11-Feb	Cost	Creative Due
Radio											
VPR	Primary station only (not classical)	Copy only					3		3	\$360	
Web											
VT Digger Pet Waste Winter only				X		X		X		\$600	
Google ad network, \$100 per week Pet Waste Winter only	pay-per-click	Display, various sizes		x	x	x	x	x	x	\$1,200	
Print											
Seven Days VT - Pet Waste Winter								x		\$503	
TOTAL										\$2,663	

SPRING 2019 **RETHINK RUNOFF**

September/November

Target: Homeowners, 35-64, mid- to high income

		Specs	Apr-18	Apr-18	Apr-18	May-18	May-18	May-18	May-18	Jun-18	Jun-18	Jun-18	Jun-18	Jul-18	Jul-18	Jul-18	Cost	Creative Due
Radio																		
WVMT 620 WVMT, 6AM-10PM \$18		Fertilizer only	3	3	3	3	3	3	3							3	\$324	
VPR	Primary station only (not classical)	Copy only	3	3	3	3	3	3	3							3	\$720	
Web																		
WCAX web ad	RSS feed 200,000 impressions	300x250px \$10 CPM - 50,000	x	x	x	x	x		x							x	\$500	
VTDigger																		
Youtube network, \$200 per week	Fertilizer, Rain Garden, Downspouts		x	x	x	x	x	x	x	x	x	x	x	x	x	x	\$2,800	
Google ad network, \$500 per week Exact runs TBD, all ad groups	pay-per-click	Adwords and Display, various sizes	x	x	x	x	x	x	x	x	x	x	x	x	x	x	\$7,000	
TV																		
WCAX (5am-9am) \$150 per spot	Fertilizer, Rain Garden, Downspouts	:30		2	2	2	2	2	2								\$1,800	
WCAX (5-6am) \$85	Fertilizer, Rain Garden, Downspouts	:30		3	3	3	3	3	3								\$1,530	
Xfinity	Fertilizer, Rain Garden, Downspouts	:30		TBD	TBD	TBD	TBD	TBD	TBD								\$2,500	
Animal Planet				TBD	TBD	TBD	TBD	TBD	TBD									
CNN				TBD	TBD	TBD	TBD	TBD	TBD									
MSNBC				TBD	TBD	TBD	TBD	TBD	TBD									
HGTV				TBD	TBD	TBD	TBD	TBD	TBD									
Oxygen				TBD	TBD	TBD	TBD	TBD	TBD									
TV Land				TBD	TBD	TBD	TBD	TBD	TBD									
VHI																		
Print																		
Seven Days VT			X		X		X		X								\$2,012	
			Fertilizer ad			Rain Garden			Downspouts									
TOTAL																	\$19,186	

Extend Google and Youtube ads based on spends through 7/15