

SPRING 2019 **RETHINK RUNOFF**

September/November

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

		Specs	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	Cost	Creative Due
Radio															
WVMT 620 WVMT, 6AM-10PM \$18		Fertilizer only	3	3	3	3	3	3	3					\$378	
VPR	Primary station only (not classical)	Copy only	3	3	3	3	3	3	3					\$630	
Web															
WCAX web ad	RSS feed 200,000 impressions	300x250px \$10 CPM - 50,000 impressions	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	\$2,200	
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	\$5,500	
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														\$17,050	

	Budgeted	Proposed
August/September 2018	\$10,000	\$7,422
Winter 2018-2019 Pet Waste	\$0	\$2,663
Spring-early summer 2019 (\$ inc	15000	17050
	\$25,000	\$27,135.00