

FALL 2019 **RETHINK RUNOFF**

late August / September

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	\$300	
VPR	Primary station only (not classical) Copy only		3	3	3	3	\$725	price to be confirmed
Web								
WCAX web ad	300x250px 300x50px 200,000 impressions		x	x	x	x	\$500	
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	Adwords and Display, various sizes pay-per-click	x	x	x	x	x	\$1,750	
TV								
WCAX - Special (see specs)	5:00-9:00am (:30), 10x 5:00-11:30pm (:30), 10x		x	x	x	x	\$1,000	
Xfinity	:30		TBD	TBD	TBD	TBD	\$1,300	price to be confirmed
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	
			Downspouts		Fertilizer ad			
TOTAL							\$7,331	

TOTALS BY FISCAL YEAR	2018-2019	2019-2020
August/September	\$7,422	\$7,331
Winter 2018-2019 Pet Waste	\$2,663	\$1,800
Spring-early summer 2019 (\$ incurred <6/30)	\$17,050	\$16,787
	\$27,135	\$25,918.00

WINTER 2019-2020**RETHINK RUNOFF**

Target: Pet OwnerS

January-February

		Specs		6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	Cost	Creative Due
Web											
VTDigger Pet Waste Winter/Salt Use only				x		x		x		\$600	
Google ad network, \$100 per week Pet Waste Winter/Salt Use only	pay-per-click	Adwords and Display, various sizes		x	x	x	x	x	x	\$1,200	
TOTAL										\$1,800	