

RETHINK RUNOFF		Proposed Media purchases		FALL 2020						
September/October										
Target: Homeowners, 35-64, mid- to high income										
		Specs		7-Sep	14-Sep	21-Sep	28-Sep	5-Oct	Cost	Creative Due
<b>Radio</b>										
WVMT 620 WVMT, 6AM-10PM	\$18	RUN Fertilizer only		3	3	3	3	3	\$375	
VPR	Primary station only (not classical)	Copy only		3 (6)	3 (6)	3 (6)	3 (6)	3 (6)	\$670	BOGO to increase to 24 spots
<b>Digital</b>										
WCAX web ad		300x250px 50,000 impressions			x	x	x	x	\$400	
Youtube network, \$150 per week				x	x	x	x	x	\$750	
RUN Fertilizer AND Rain Barrel										
Google ad network, \$350 per week	pay-per-click	Adwords Display, various sizes		x	x	x	x	x	\$1,750	
No Water Recreation										
Facebook Ad	\$200/month, August-Dec	:30 second animation, Ms. Drop Tip of the Month							\$1,000	
<b>TV</b>										
WCAX - Special (see specs)		placement times TBD			x	x	x	x	\$1,000	
Xfinity	Ad buy spread across channels, excluding all sports channels	:30 Fertilizer			x	x	x	x	\$1,300	
<b>Print</b>										
Seven Days VT					x		x		\$970	4-7x rate
					Fertilizer ad		Fertilizer ad			
<b>TOTAL</b>									<b>\$8,215</b>	

Previous Media Plans	2018-2019	2019-2020	2020-2021
August/September	\$7,422	\$7,331	\$8,215
Winter 2018-2019 Pet Waste	\$2,663	\$1,800	\$2,400
Spring-early summer 2019 (\$ incurred <6/30)	\$17,050	\$16,787	\$15,730
	<b>\$27,135</b>	<b>\$25,918.00</b>	<b>\$26,345.00</b>