

RETHINK RUNOFF		Proposed Media purchases			FALL 2021							
September - October												
Target: Homeowners, 35-64, mid- to high income												
		Specs		6-Sep	13-Sep	20-Sep	27-Sep	4-Oct	Cost	Creative Due	ACTUAL SPEND	
Radio												
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)	\$670			
Digital												
Youtube network, \$150 per week												
RUN Fertilizer AND Rain Barrel				x	x	x	x	x	\$750			
Google Search \$150 per week	pay-per-click	Search ads, based on current keywords		x	x	x	x	x	\$750			
Google ad network, \$200 per week	pay-per-click	Adwords Display, various sizes		x	x	x	x	x	\$1,000			
No Water Recreation												
Facebook Post Boost	Boosted posts	Winterize Your Lawn-Fertilizer, other posts as needed		x	x	x	x	x	\$800			
Facebook Animation Ad	\$200/month, July-Dec	:30 second animation, Ms. Drop Tip of the Month							\$1,000			
TV												
WCAX	:30 Fertilizer	5AM-6AM Daybreak, 2 per week)			170	170	170	170	\$680			
Xfinity —Various channels, TBD									\$0			
Print												
Seven Days VT					x		x		\$970	4-7x rate		
					Fertilizer ad		Fertilizer ad					
TOTAL									\$6,995			
Previous Media Plans	2018-2019	2019-2020	2020-2021	ACTUAL								0.00
August/September	\$7,422	\$7,331	\$8,215	\$7,791.43								
Winter 2018-2019 Pet Waste	\$2,663	\$1,800	\$2,925	\$3,365.40								
Spring-early summer 2019 (\$ incurred <6/30)	\$17,050	\$16,787	\$15,730	TBD								
	\$27,135	\$25,918.00	\$26,870.00	\$11,156.83								

PLANED SPEND Fall 2020/Winter 2021 \$11,140
ACTUAL SPEND Fall 2020/Winter 2021 \$11,157