

Independent Garden Centers Maine/ PLANT SOMETHING

Prepared April 6, 2020

April - June 2020

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Media and Marketing Services

TELEVISION:						
Primary Demo:	Women 35-54, Adults 25+ interested in gardening					
Traffic/Spots:	new :30 produced at Catama					
Primary message:	Thanking customers and vendors for supporting us in 2020; we're here for you in 2021					
PORTLAND						
WGME Channel 13 CBS affiliate	April 29 - June 20	M-F CBS This Morn 7a-9a	\$75.00	8	\$600.00	
		M-F Noon News	\$125.00	6	\$750.00	
		M-F Judge Judy 4-5p	\$175.00	6	\$1,050.00	
		M-F News 5-7p	\$225.00	5	\$1,125.00	
		M-F News 6p	\$250.00	8	\$2,000.00	
	Value added:	M-F Ent Tonight 7:30-8p	\$125.00	4	\$500.00	
	tbd	Sun 60 Minutes 7p	\$600.00	2	\$1,200.00	
		CBS Sun Morn 9a-10:30a	\$250.00	4	\$1,000.00	
Total WGME/13:					\$8,225.00	
WCSH						
Channel 6 NBC affiliate	April 29 - June 20	M-F Today 7a - 9a	\$190.00	7	\$1,330.00	
		M-F News 5:30p	\$210.00	6	\$1,260.00	
	value added:	M-F News 6-6:30p	\$410.00	8	\$3,280.00	
	tbd	M-F 207 7-7:30p	\$160.00	4	\$640.00	
		Sat Maine Life 7p	\$150.00	4	\$600.00	
		Sun- Fri prime rotator 8-11p	\$200.00	5	\$1,000.00	
Total WCSH/6:					\$8,110.00	
WMTW						
Channel 8 ABC affiliate	April 29 - June 20	M-F Kelly 9a-10a	\$50.00	6	\$300.00	
		M-F News 5p	\$125.00	5	\$625.00	
		M-F News 6p	\$250.00	7	\$1,750.00	
		M-F Jeopardy 7:30-8p	\$400.00	10	\$4,000.00	
	value added:	Sat Sun Morning News 6a-7a	\$75.00	4	\$300.00	
	tbd	Sun - Fri prime rotator 8-11p	\$250.00	5	\$1,250.00	
Total WMTW/8:					\$8,225.00	
Spectrum Cable						
York/Portland/Bangor, Augusta zones	April 29 - June 20	M-Sun Food & HGTV 8a - 11p	various	56		
		M-Sun Food & HGTV 7a - 11p	various	100	\$2,000.00	
	value added:	Total Spectrum Cable :				\$2,000.00
	tbd					
BANGOR						
WLBZ Channel 2 NBC affiliate	April 29 - June 20	M-F News 6a -7a	\$60.00	10	\$600.00	
		Sat Sun News 6-7p	\$110.00	4	\$440.00	
	value added:	M-F News 6-6:30p	\$110.00	10	\$1,100.00	
	tbd	Sun Today Willie Geist 8am	\$110.00	4	\$440.00	
		Sun - Fri prime rotator 8-11p	\$100.00	8	\$800.00	
Total WLBZ/2:					\$3,380.00	
Est Reach:	tbd					
Freq:	tbd					
avg CPP/CPM:	tbd					
TOTAL PROPOSED TV:					\$29,940.00	

