Independent Garden Centers Maine/PLANT SOMETHING Prepared by Rae Fasulo

Prepared April 6, 2020

April - June 2020

Media and Marketing Services

TELEVISION:							
Primary Demo:		ilts 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 f	or you in 20	021		
<u>PORTLAND</u>							
WGME	April 29 - June 20	M-F CBS This Morn 7a-9a	\$75.00	8	\$600.00		
Channel 13		M-F Noon News	\$125.00	6	\$750.00		
CBS affiliate		M-F Judge Judy 4-5p	\$175.00	6	\$1,050.00		
		M-F News 5-7p	\$225.00	5	\$1,125.00		
	J	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	<u>\$1,000.00</u>		
			Total WGME/13: \$8,225.00				
		1			40,220.00		
WCSH	April 29 - June 20	M-F Today 7a - 9a	\$190.00	7	\$1,330.00		
Channel 6		M-F News 5:30p	\$210.00	6	\$1,260.00		
NBC affilliate	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		
		, , , , , , , , , , , , , , , , , , ,		WCSH/6:	\$8,110.00		
		1	1		,		
WMTW	April 29 - June 20	M-F Kelly 9a-10a	\$50.00	6	\$300.00		
Channel 8		M-F News 5p	\$125.00	5	\$625.00		
ABC affilliate		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 8-1p	\$250.00	5	\$1,250.00		
	1				•		
			Total WMTW/8: \$8,22		\$8,225.00		
Spectrum Cable	April 20 June 20	M-Sun Food & HGTV 8a - 11p	various	56			
		M-Sun Food & HGTV 7a - 11p		100	\$2,000.00		
York/Portland/Bangor, Augu	I	M-Sull Food & Helly 7a - 11p	various	100	\$2,000.00		
	value added:		Total Spectrui	י m Cable :	\$2,000.00		
	tbd		•		,		
DANGOD							
BANGOR							
WLBZ	April 29 - June 20	M-F News 62 -72	\$60.00	10	\$600.00		
Channel 2	April 23 - Julie 20	Sat Sun News 6-7p	\$110.00	4	\$440.00		
NBC affilliate	value added:	M-F News 6-6:30p	\$110.00	10	\$1,100.00		
NDC attillace	tbd	Sun Today Willie Geist 8am	\$110.00	4	\$440.00		
		Sun - Fri prime rotator 8-11p	\$100.00	8	\$800.00		
		Sur Tri prime rocator o Trip	Ψ100.00		<u>\$000.00</u>		
		_l					
Est Reach	tbd				+3,000		
Freq							
avg CPP/CPM:	tbd		TOTAL PROP	SFD TV	\$29,940.00		
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YOUTUBE PREROLL	York - Bangor				
Traffic:	will equally rotate for	•			
Run dates / geotarget:	April 29 - June 20, f				
<u>Target Audience</u>	# Impressions	Ad Sizes	Cost per imp		<u>Total Cost</u>
digital ads targeting adults	57,375	300 x 250, 970 x 250	\$10.50 cpm		\$602.00
with interest in gardening	37,373	300 x 230, 970 x 230	\$10.50 cpm		\$602.00
with interest in gardening					
Facebook paid ads	17,708	n/a	\$28.25 cpm		\$500.00
Instagram paid ads	17,708	n/a	\$28.25 cpm		\$500.00
YOUTUBE PRE ROLL	94,000	four:15 videos	\$47.06 cpm		\$4,424.00
TOOTOBE THE NOLE	3 1,000	Tour 113 viacos	ψ 17.00 српі		<u> </u>
		Total Digital and Youtube	Preroll April - June	2021:	\$6.026.00
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Total DDODOCE	 D Ind Cordon Co	hatom TV & Digital Woute		2021.	¢ 25 066 00
TOTAL PROPUSE		enters TV & Digital/Youtu	ibe, April - Julie 2	2021:	\$33,300.UU
			Prepared by Rae Fasulo		Re
			Media & Marketing S		OT