

Exhibit A

2023-2024 Media Plan for the Hollywood Community Redevelopment Agency

RADIO   STREAMING	MARKET	AD UNITS	WHEN	BUDGET
WLRN-FM News-Talk Radio Station	Local (Broward County)	:15 spots	Annual contract	\$ 15,500.00
PANDORA	Local (Broward)	:30 spots (Video & Audio w/ Banner Ads Program)	Annual contract	\$ 50,000.00
Spotify	Local (Broward)	:30 spots (Audio w/ Banner Ads Program)	TBD	\$ 6,000.00
Subtotal				\$ 71,500.00
OUT OF HOME	MARKET	AD UNITS	WHEN	BUDGET
The Broward County Film Society	Local (Broward)	Digital Slides	Annual contract	\$ 50,000.00
Subtotal				\$ 50,000.00
SOCIAL MEDIA	MARKET	AD UNITS	WHEN	BUDGET
Instagram	TBD	Sponsored Posts, Stories, Campaigns, etc.	TBD	\$ 12,000.00
TikTok		Static and Video Ads	TBD	\$ 12,000.00
Google	TBD	Banner and Search Ads	TBD	\$ 12,000.00
Facebook	TBD	Sponsored Posts, Stories, Campaigns, etc.	TBD	\$ 12,000.00
Subtotal				\$ 48,000.00
DIGITAL	MARKET	AD UNITS	WHEN	BUDGET
TheRealDeal.com	Regional-South Florida (Real Estate Professionals)	Sponsored Content	TBD	\$ 8,000.00
Urbanland.uli.org	National-Trade Decision-Makers in Real Estate and Land Use (75,000+ Subscribers)	<i>This Week in Urban Land</i> E-newsletters Middle Banner Ad	4 weeks	\$ 8,000.00
FloridaTrend.com	Regional-Florida (Top executives, owners, managers, and professionals)	Digital Newsletters E-Newsletters Middle Banner Ad	10 Months	\$ 20,000.00
BizJournals.com/SouthFlorida	Local Tri-County Business Community (19,800 Subscribers)	Digital Newsletter Inclusions: Mixture of Logo/Text and Banner Ads	January - September	\$ 20,000.00
South Florida Business Journal HUB		Four pieces of content for the HUB. Three articles & the Econ. Dev. Activity Guide		\$ 6,000.00
Choose954 (Unite Us)	Local (Broward) All Events	E-mail: Weekly Culture Roundup Newsletters E-mail Blast Social: Organic Facebook Posts Organic Instagram Posts Instagram Stories	Events	\$ 9,600.00
Subtotal				\$ 71,600.00
ONLINE & PRINT	MARKET	AD UNITS	WHEN	BUDGET
Greater Fort Lauderdale Alliance Economic Sourcebook & Market Profile (SFBJ)	Regional (Broward) -Published/distributed with South Florida Business Journal	(1) Full Page Ad	November	\$ 5,000.00
Florida Trend / Business Florida	Regional-Florida (Top executives, owners, managers, and professionals)	(1) Full Page Ad	Business Florida Issue	\$ 10,000.00
Subtotal				\$ 15,000.00
PRINT	MARKET	AD UNITS	WHEN	BUDGET
The Broward County Film Society	Local (Broward)	Digital Slides	Annual contract	\$ 3,000.00
Cahoots Quarterly	Local (Broward)	(4) 1/4 Page Ad	Quarterly	\$ 1,300.00
Hollywood Lakes Newsletter	Local (Broward)	(8) 1/2 Page Ad	Quarterly	\$ 2,280.00
Hollywood Hills Newsletter	Local (Broward)	(8) 1/2 Page Ad	Quarterly	\$ 2,800.00
Broward League of Cities	Local	1/2 Page Ad	Annual	\$ 2,500.00
GFLGLCC - Greater Fort Lauderdale LGBT Chamber of Commerce	Local	LGBT Guide	Annual	\$ 500.00
Our City Media	Local (Hollywood)	1/2 page Ad	Monthly	\$ 2,970.00
Southeast Real Estate Business	Florida Trade	Tabloid Page	May	\$ 3,500.00
Hollywood Chamber Guide	Local	1/2 Page Ad	October	\$ 1,495.00
South Florida Business Journal	Regional (South Florida)	1/4 Page Ad	January - September	\$ 18,000.00
Shopping Center Business	Trade (Florida)	(1) Full Page Ad	August	\$ 3,500.00
Subtotal				\$ 41,845.00
SPONSORSHIPS	MARKET	AD UNITS	WHEN	BUDGET
Greater Fort Lauderdale Alliance		Tier 2 Sponsorship Package		\$ 10,400.00
Subtotal				\$ 10,400.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
				\$ 71,655.00
Subtotal				\$ 71,655.00
Total Budget				\$ 380,000.00