## Exhibit A

## 2023-2024 Media Plan for the Hollywood Community Redevelopment Agency

DADIO I CTOSANINO	AAADVET	AD HAUTO	14/1/51		DUDGET	
RADIO   STREAMING	MARKET	AD UNITS	WHEN	٠,	BUDGET 15 FOO OO	
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	
open, y	2000. (2.0110.0)	iso specs (riddle W) Sainter rids (regions)	Subtotal	\$	71,500.00	
			Jubiotal	¥	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	
The Broward county Film Society	Local (Broward)	Digital Slides	Subtotal	\$	50,000.00	
			Jubiotai	¥	30,000.00	
SOCIAL MEDIA	MARKET	AD UNITS	WHEN		BUDGET	
Instagram	TBD	Sponsored Posts, Stories, Campaigns, etc.	TBD	\$	12,000.00	
TikTok	100	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	Ś	12,000.00	
Facebook	100	Sponsored i osto, otories, earripaigns, etc.	Subtotal	\$	48,000.00	
			Justotui	7	40,000.00	
DIGITAL	MARKET	AD UNITS	WHEN		BUDGET	
DIGITAL	Regional-South Florida	AD ON13	VVIILIV		DODGET	
TheRealDeal.com	(Real Estate Professionals)	Sponsored Content	TBD	\$	8,000.00	
mekealbeal.com	National-Trade	spondered content	יטטו	ب	5,000.00	
	Decision-Makers in Real Estate and	This Week in Urban Land				
	Land Use	E-newsletters				
Urbanland.uli.org	(75,000+ Subscribers)	Middle Banner Ad	4 weeks	\$	8,000.00	
Urbaniand.uli.org  FloridaTrend.com	Regional-Florida	Digital Newsletters	4 MCCV2	ب	5,000.00	
	(Top executives, owners, managers,	E-Newsletters				
	and professionals)	Middle Banner Ad	10 Months	\$	20,000.00	
Tiorida Trend.com	Local Tri-County	Wilddie Barrier Ad	10 101011113	, ,	20,000.00	
	Business Community	Digital Newsletter Inclusions: Mixture of Logo/Text and				
BizJournals.com/SouthFlorida	(19,800 Subscribers)	Banner Ads	January Contombor	\$	20,000.00	
Biziournais.com/30utriFiorida	(19,800 3003CHDEFS)	Four pieces of content for the HUB. Three artices & the	January - September	٠,	20,000.00	
South Florida Business Journal HUB		Econ. Dev. Activity Guide		\$	6,000.00	
30dtii Fiorida Busilless Journal 110B		E-mail:		Ą	0,000.00	
		Weekly Culture Roundup Newsletters E-mail Blast				
	Land	Social:				
	Local	Organic Facebook Posts				
Chance CEA (Unita Un)	(Broward)	Organic Instagram Posts	F		0.600.00	
Choose954 (Unite Us)	All Events	Instagram Stories	Events Subtotal	\$ <b>\$</b>	9,600.00	
			Subtotal	Ģ	71,600.00	
CALLINE & DRINE	BAADKET.	AD HAUTC	AMULEN		PUDCET	
ONLINE & PRINT	MARKET	AD UNITS	WHEN		BUDGET	
Control Foot London Aller on Francis	Regional (Broward)					
Greater Fort Lauderdale Alliance Economic	-Published/distributed with South	(4) = 11 = 1			=	
Sourcebook & Market Profile (SFBJ)	Florida Business Journal	(1) Full Page Ad	November	\$	5,000.00	
	Regional-Florida					
	(Top executives, owners, managers,	(4) F. II D A.I	B. dans Electrical		40 000 00	
Florida Trend / Business Florida	and professionals)	(1) Full Page Ad	Business Florida Issue	\$	10,000.00	
			Subtotal	\$	15,000.00	
	MARKET	AD HAUTO	14/1/55		DIABOSE	
PRINT	MARKET	AD UNITS	WHEN	4	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	
				- 7		
			Subtotal	\$	71,655.00	
			Subtotal		·	
			Subtotal  Total Budget		·	