

## 2017-2018 Visitor Market Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST   STREAMING	MARKET	AD UNITS	WHEN	BUDGET
hulu video w/ banner program	National/Local (various)	(:15 - 1:00) Spots & Banner Ad Program	January - September	\$ 30,000.00
Pandora	National & Regional	:30 spot (TV/Audio) & Banner Ads Program	October - September	\$ 30,000.00
		(250) :15 spots WPLG (100) :15 spots METV (1,600) News Mentions Monthly Banner Ads		
WPLG ABC 10 web cam program	Local (South Florida)	(4) Homepage Takeovers	November - September	\$ 50,000.00
		(600,000) ROS IMPs on NBC6.com		
WTVJ NBC 6 web cam program	Local (South Florida)	(100) :15 spots on NBC6 6a-mid	November - September	\$ 22,500.00
Powerscope Productions: Lokar		(100) :15 spots on COZI 6a-mid		
National TV Series	Local	On-location production, interview, and episode	Car Show	\$ 5,000.00
			Subtotal	\$ 137,500.00
OUTDOOR	MARKET	AD UNITS	WHEN	BUDGET
Clear Channel Airports	Local (FLL)	:10 spot on 24 LCDs - Terminals 1-4 Baggage Claims	November - September	\$ 28,740.00
			Subtotal	\$ 28,740.00
ONLINE	MARKET	AD UNITS	WHEN	BUDGET
Sojern	Travel	Programmatic Retargeting and Tracking Program & Analytics	February - March	\$ 15,000.00
CVB: Vacation Playbook 2018	Travel	Digital Package w/Apple TV	November	\$ 4,800.00
			Subtotal	\$ 19,800.00
ONLINE   PRINT	MARKET	AD UNITS	WHEN	BUDGET
VF: New York Times - Winter Season Package	National	(1) 1/8 Page Ad & ROS leaderboards	January	\$ 15,500.00
			Subtotal	\$ 15,500.00
PRINT	MARKET	AD UNITS	WHEN	BUDGET
Margaritaville Magazine by City & Shore	Local (Margaritaville Resort In-room)	(1) 2-Page Spread & (1) Full Page Ad	October	\$ 4,665.00
Travel Weekly's FLORIDA PLUS		(1) Full Page Ad & matching Advertorial	October	\$ 8,000.00
American Way Magazine	Travel	(1) Full Page Ad	November	\$ 14,500.00
Travel Host Magazine	Local (Hotels)	(1) Full Page AD	October - September	\$ 15,600.00
Travel Host Pocket Guide	Local	2-Page Spread	November	\$ 5,000.00
Port Everglades Cruise Guide	Travel (Cruise)	Back Cover	Annual	\$ 2,395.00
Great Locations	Regional (South Florida)	Full Page Ad / Full Directory Listing Page	(2) Issues	\$ 8,240.00
VF: AAA Living South	Regional (Florida)	1/6 Page Ad & 1/12 Page Advertorial	May - July	\$ 7,655.00
Yellow Cab Magazine	Local (Broward)	Full Page Print Package	October - September	\$ 3,750.00
			Subtotal	\$ 69,805.00
SOCIAL MEDIA	MARKET	AD UNITS	WHEN	BUDGET
Twitter   Facebook   Instagram   Google   Snapchat	National	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	Monthly	\$ 30,000.00
			Subtotal	\$ 30,000.00
INTERNATIONAL	MARKET	AD UNITS	WHEN	BUDGET
VF Latin American Vacation Guide	International (Latin America) Trade Shows	(1) Full Page Ad	November	\$ 6,220.00
			Subtotal	\$ 6,220.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
Contingency	Various	Various		\$ 22,435.00
			Subtotal	\$ 22,435.00
				\$ 330,000.00

## 2017-2018 Economic Development Media Plan for the Hollywood Community Redevelopment

BROADCAST   STREAMING	MARKET	AD UNITS	WHEN	BUDGET
WLRN-FM	Local (Broward County)	(282) :15 sec spots	November - September	\$ 47,000.00
Subtotal				\$ 47,000.00
ONLINE	MARKET	AD UNITS	WHEN	BUDGET
TheRealDeal.com	Miami-Dade	Banner Ads	Nov 15 - Dec 15 & Jan-May	\$ 15,500.00
		Ad on E-newsletter & Pre-Roll		
Florida Trend (Daily Pulse)	State-wide	video	January - June	\$ 11,970.00
South Florida Business Journal	Regional (Tri-County)	Ad on E-newsletter	Monthly	\$ 15,481.20
Subtotal				\$ 42,951.20
PRINT	MARKET	AD UNITS	WHEN	BUDGET
Invest: Greater Fort Lauderdale/ Broward 2018	Local (Broward County)	(1) Full Page Ad   (40) copies   (5) Invites	October	\$ 11,200.00
SFBJ: Broward Alliance Economic Yearbook	Regional (South Florida)	(1) Full Page Ad	November	\$ 5,156.00
		(1) Full Page Ad + (1) Full Page		
City & Shore Magazine	Regional (South Florida)	Advertorial	(4) Issues	\$ 12,460.00
Florida Trend (Business Florida)	State-wide	(2) Page Spread	September	\$ 13,880.00
Hollywood Chamber Guide	Local	1/2 Page Ad	October	\$ 1,495.00
			October - September	
Hollywood Gazette	Local (Broward)	1/2 Page Ad	September	\$ 7,200.00
Hollywood Lakes Newsletter	Local (Broward)	1/2 Page Ad	Quarterly	\$ 1,140.00
Hollywood Hills Newsletter	Local (Broward)	1/2 Page Ad	Quarterly	\$ 1,200.00
South Florida Business Journal	Regional (South Florida)	3/8 Page Ad	Monthly	\$ 19,701.00
Urban Land Institute Magazine	National	(1) Full Page Ad	May/June	\$ 4,100.00
ICSC Dealmaking Guide	Trade	(1) Full Page Ad	August	\$ 2,400.00
			November & August	
Shopping Center Business	Trade	(1) Full Page Ad	August	\$ 7,000.00
Subtotal				\$ 86,932.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
Contingency	Various	Various		\$ 23,116.80
Subtotal				\$ 23,116.80
BUDGET TOTAL				\$ 200,000.00

## 2017-2018 Events Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST   STREAMING	MARKET	AD UNITS	WHEN	BUDGET
Pandora	Local & Events	:30 spot & Banner Ads Program	October - September	\$ 30,000.00
			Subtotal	\$ 30,000.00
ONLINE	MARKET	AD UNITS	WHEN	BUDGET
Munchkin Fun	Regional/Local	Listings   E-Blasts   Banner Ads	(3) Events	\$ 3,300.00
Blabbermouth by Family Magazine	Local (Broward)	Dedicated E-blast & Full width Banner Ad	(3) Events	\$ 900.00
Miami Herald (MH.com)	Local (Broward)	Banner Ads (100k IMP)	(3) Events	\$ 3,000.00
Sun Sentinel (SouthFlorida.com/SunSentinel.com)	Local (Broward)	Online Banner Ads (116k IMP)	(3) Events	\$ 3,000.00
The New Times	Local (Broward)	Digital Packages	(3) Events	\$ 3,000.00
Choose954	Local (Broward)	Platinum Partner Package	Events	\$ 3,850.00
Miami Art Guide	Miami-Dade County	E-Announcements & Banner Ad	ArtWalk	\$ 3,500.00
			Subtotal	\$ 20,550.00
ONLINE & PRINT	MARKET	AD UNITS	WHEN	BUDGET
Broward Family Life	Local (Broward)	1/3 Pag Ad   Ded E-blast   E-blast   Listing	(3) Events	\$ 4,185.00
Culture Owl	Local (Broward)	(3) 1/3 Page Ads   E-Scoops   ROS Banner Ads   Ded E-scoop   Calendar Membership	Annual	\$ 3,550.00
			Subtotal	\$ 7,735.00
SOCIAL MEDIA	MARKET	AD UNITS	WHEN	BUDGET
Twitter   Facebook   Instagram   Google   Snapchat	Local & Events	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	Monthly	\$ 45,000.00
Sun Sentinel	Local (Broward)	Social Branding Strategy	Events/ Summer	\$ 2,500.00
The New Times	Local (Broward)	Social Branding Strategy	Events/ Summer	\$ 3,750.00
			Subtotal	\$ 51,250.00
PRINT	MARKET	AD UNITS	WHEN	BUDGET
Sun Sentinel's Showtime	Local (Broward)	1/4 Page Ads	(3) Events	\$ 2,292.00
The New Times	Local (Broward)	1/4 Page Ads	(3) Events	\$ 3,200.00
Family Magazine	Local (Broward)	1/3 Page Ads	(3) Events	\$ 1,755.00
Hollywood Gazette	Local (Broward)	1/4 Page Ad	October - September	\$ 3,840.00
Cahoots Quarterly	Local (Broward)	1/4 Page Ad	Quarterly	\$ 1,300.00
Hollywood Lakes Newsletter	Local (Broward)	1/2 Page Ad	Quarterly	\$ 1,140.00
Hollywood Hills Newsletter	Local (Broward)	1/2 Page Ad	Quarterly	\$ 1,200.00
			Subtotal	\$ 14,727.00
NICHE	MARKET	AD UNITS	WHEN	BUDGET
Community Outreach	Local	Various		\$ 10,000.00
			Subtotal	\$ 10,000.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
Contingency	Local	Various		\$ 35,738.00
			Subtotal	\$ 35,738.00
TOTAL				\$ 170,000.00