

EXHIBIT A

2016-2017 Economic Development Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST/STREAMING	MARKETS	AD UNITS	WHEN	BUDGET
WLRN Radio	Local	:15 Drive time 264 spots	Monthly	\$ 24,960.00
Subtotal				\$ 24,960.00

ONLINE	MARKETS	AD UNITS	WHEN	BUDGET
CoStar.com	South Florida	Homepage flash and banner	Monthly	\$ 4,745.00
Curbed Miami	Miami-Dade	Banner Ads	1 month	\$ 5,000.00
Entrepreneur.com	Tri-County	Banner Ads	3 months	\$ 8,000.00
Florida Trend	State-Wide	Daily Pulse	3 months	\$ 15,480.00
INC.com	Tri-County	Banner Ads	3 months	\$ 8,000.00
LoopNet.com	South Florida	leaderboard, skyscraper, map	Monthly	\$ 4,989.00
South Florida Business Journal	Tri-County	Afternoon emails	11 weeks	\$ 17,358.00
TheRealDeal.com/Miami	Miami-Dade	Banner Ads	3 months	\$ 7,500.00
Subtotal				\$ 71,072.00

PRINT	MARKETS	AD UNITS	WHEN	BUDGET
Broward Alliance Economic Yearbook	South Florida	Full page ad	September	\$ 5,006.00
City&Shore	South Florida	Full Page + Advertorial	(4) Issues	\$ 12,460.00
Florida Trend (Business Florida)	State-Wide	Two-page spread	September	\$ 13,880.00
Hollywood Chamber Guide 2016	Local	1/2 page ad	Annual	\$ 1,495.00
Hollywood Gazette	Local	1/2 page ad	Monthly	\$ 7,200.00
Hollywood Hills Civic Association	Local	1/2 page ad	Quarterly	\$ 1,200.00
Hollywood Lakes Civic Association	Local	1/2 page ad	Quarterly	\$ 1,140.00
South Florida Business Journal	South Florida	3/8 page ad next to Econ. Dev. content	Monthly	\$ 26,268.00
Urban Land Magazine	National	Full page ad	May/June (Florida)	\$ 5,650.00
Subtotal				\$ 74,299.00

SPONSORSHIPS	MARKETS	AD UNITS	WHEN	BUDGET
ULI, NAIOP, ISCS, CREW			as needed	\$ 6,000.00
Shopping Center Business		Print Ad	November	\$ 3,500.00
Subtotal				\$ 9,500.00

CONTINGENCY	MARKETS	AD UNITS	WHEN	BUDGET
Contingency				\$ 20,169.00

TOTAL (Budget \$200,000.00) **\$ 200,000.00**

2016-2017 Visitor Market Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST/STREAMING	MARKETS	AD UNITS	WHEN	
ABC-10 WPLG Hollywood Beach Web Cam	South Florida	(250) :15 spots / 1700 mentions / online	Jun-Sep	\$ 50,000.00
NBC-6 WTVJ Hollywood Beach Web Cam	South Florida	(240) :15 spots / 750 mentions / online	Jun-Sep	\$ 22,500.00
Hulu video w/Companion Banner Program	Out-of-State	video + banner ads	Jan-Sep	\$ 30,000.00
CVB - Pandora On-Demand Radio Winter Program	Out-of-State	:15 video / :30 spot / banner ads	Nov-Feb	\$ 3,500.00
Subtotal				\$ 106,000.00

OUTDOOR	MARKETS	AD UNITS	WHEN	
Neutron Media - CBS "Super Screen" Times Square	New York	:15 spots/ 2 per hour	Oct 1 - Jan 5	\$ 45,000.00
Clear Channel Airports	Local (FLL)	Concourse LCD / 6 locations	Monthly	\$ 12,000.00
Subtotal				\$ 57,000.00

ONLINE	MARKETS	AD UNITS	WHEN	
CVB - Trip Advisor	National	2.9M shared banner rotation	Jun-Jul	\$ 3,500.00
Sojern	Travel	Retargeting banners	3 Months	\$ 20,000.00
Subtotal				\$ 23,500.00

ONLINE & PRINT	MARKETS	AD UNITS	WHEN	
CVB - Vacation Playbook 2017	National	Full Page / 4C / Digital / Apple TV	September 2017	\$ 9,980.00
VF - New York Times (Best Of Florida package)	National	1/8 Page Formatted + 1M Banner Impressions	01/15/17	\$ 15,500.00
VF - Florida Reflections	New York, Montreal, Toronto, New Jersey, Philadelphia	1/4 Page / 4c + Solo E-blast to 12,500 (5,000 leads)	12/04/16	\$ 7,500.00
Subtotal				\$ 32,980.00

PRINT	MARKETS	AD UNITS	WHEN	
FLIFF	Fort Lauderdale	Full Page Ad	November	\$ 2,495.00
Great Locations	South Florida	Full Page Ad / Full Directory Listing Page	Spring/Summer, Fall/Winter	\$ 16,480.00
CVB - Official Visit Florida Magazine co-op	National	1/2 PG 4C	Annual	\$ 7,980.00
Port Everglades Cruise Guide	Cruise	Back Cover 4C 2016 Annual	Annual	\$ 2,395.00
Sun Sentinel (City & Shore) Destinations insert	Local	Full Page Ad	June	\$ 5,900.00
Travel Host	Hotels	Full Page / 4C	Bi-Monthly	\$ 15,600.00
TravelHost Pocket Guide	Local	Page 4C / 2 Page Spread	Annual	\$ 5,000.00
VF - AAA Living Co-op	FL & GA	1/3 Page + 1/6 Page Advertorial	Mar/Apr	\$ 9,913.00
VF - Undiscovered Florida	Eco/Cultural/Historical	1/3 Page	April 2017	\$ 7,400.00
Subtotal				\$ 73,163.00

LGBT	MARKETS	AD UNITS	WHEN	
JumpOnMarksList.com	Florida	Ultra Package	Monthly	\$ 5,000.00
VF Madden Media LGBT Newspaper Insert	National	1/4 Page / 4C / Email	4 months	\$ 2,606.00
South Florida Gay News (Print/online)	Tri-County	1/2 page	Monthly	\$ 3,600.00
Subtotal				\$ 11,206.00

INTERNATIONAL	MARKETS	AD UNITS	WHEN	
VF - Interfuse "Snowbirds" Insert	Canada	1/2 Page / 4C / Banner Ads	October 2016	\$ 5,000.00
Official Visit Florida Latin American Vacation Guide	Latin America	Full Page / 4C / E-blast / Digital	Trade shows	\$ 5,200.00
Subtotal				\$ 10,200.00

CONTINGENCY	MARKETS	AD UNITS	WHEN	
Contingency Funds				\$ 35,951.00

TOTAL (Budget \$350,000.00) **\$ 350,000.00**

2016-2017 Events Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST/STREAMING	AD UNITS	WHEN	
General Radio (specific to event)	Proposal per Event	Per Event	\$ 5,000.00
Pandora	:30 Spot + Digital	Monthly	\$ 30,000.00
Subtotal			\$ 35,000.00

ONLINE	AD UNITS	WHEN	
Blabbermouth	E-blasts	Per Event	\$ 600.00
Miami Art Guide	E-Announcements	Monthly	\$ 4,200.00
Munchkin Fun	Banner Ads - ROS	Per Event	\$ 810.00
The Miami Herald Online	Banner Ads	Monthly	\$ 2,730.00
The New Times Online	E-blasts / Reskins / Newsletters / Banner Ads	Monthly	\$ 9,450.00
Sun Sentinel Online	Banner Ads	Per Event	\$ 3,390.00
Subtotal			\$ 21,180.00

SOCIAL MEDIA	AD UNITS	WHEN	
Social Media (through the P-Card)	Twitter / Facebook / Instagram / Snapchat	Monthly	\$ 30,000.00
Social Media (through The New Times)	Twitter / Facebook / Instagram	Per Event	\$ 10,000.00
Subtotal			\$ 40,000.00

PRINT	AD UNITS	WHEN	
Around Town	(3) 1/3 Page / E-scoops / Banner Ads	Per Event	\$ 2,950.00
Cahoots	1/4 Page	Quarterly	\$ 1,040.00
Hollywood Gazette	1/4 Page 4C	Monthly	\$ 4,160.00
Hollywood Lakes Newsletter	1/2 Page 4C	Quarterly	\$ 1,140.00
Hollywood Hills Newsletter	1/2 Page 4C	Quarterly	\$ 1,200.00
Sun-Sentinel Showtime	(4) 1/4 Page \ 4C	Per Event	\$ 3,380.00
The New Times	(8) 1/4 Page & (4) 1/2 Page \ 4C	Per Event	\$ 6,400.00
Yellow Cab	1/2 page 4C	Bi-Monthly	\$ 15,000.00
Subtotal			\$ 35,270.00

HISPANIC	AD UNITS	WHEN	
El Nuevo Herald	Print & Online	Per Event	\$ 1,820.00
El Sentinel	Print & Online	Per Event	\$ 1,730.00
Subtotal			\$ 3,550.00

CONTINGENCY	AD UNITS	WHEN	
Contingency			\$ 15,000.00

TOTAL (Budget \$150,000.00) **\$ 150,000.00**