

Exhibit A

2018-2019 Visitor Market Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
Pandora	National & Regional	:30 spot (TV/Audio) & Banner Ads Program	\$ 30,000.00
WPLG ABC 10 web cam program	Local (South Florida)	(250) :15 spots WPLG (100) :15 spots METV (1,600) News Mentions Monthly Banner Ads (4) Homepage Takeovers	\$ 50,000.00
WTVJ NBC 6 web cam program	Local (South Florida)	(600,000) ROS IMPs on NBC6.com (100) :15 spots on NBC6 6a-mid (100) :15 spots on COZI 6a-mid	\$ 22,500.00
VF: Digital TV Pre Roll Package	US and Canada	250,000 Guaranteed Views	\$ 7,500.00
FootVolley Tournament	International	Sponsorship/Media Buy	\$ 20,000.00
			\$ 130,000.00
OUTDOOR	MARKET	AD UNITS	BUDGET
Clear Channel Airports	Local (FLL)	Terminal 1: Tension Fabric Display Terminal 3: Lit Tension Fabric Display	\$ 33,960.00
			\$ 33,960.00
ONLINE	MARKET	AD UNITS	BUDGET
CVB: Vacation Playbook 2019	Travel	Digital Package w/Apple TV	\$ 4,800.00
			\$ 4,800.00
PRINT	MARKET	AD UNITS	BUDGET
Margaritaville Magazine by Sun Sentinel	Local (Margaritaville Resort In-room)	(1) 2-Page Spread	\$ 3,115.00
Travel Weekly's FLORIDA PLUS	State-wide	(1) Full Page Ad & Matching Advertorial	\$ 8,000.00
Travel Host Magazine	Local (Hotels)	(1) Full Page Ad	\$ 16,200.00
Travel Host Pocket Guide	Local	(1) Full Page Ad	\$ 2,500.00
VF: AAA Living South	Regional (Florida)	1/6 Page Ad & 1/12 Page Advertorial	\$ 7,665.00
			\$ 37,480.00
CONTINGENCY	MARKET	AD UNITS	BUDGET
Contingency	Various	Various	\$ 1,040.00
			\$ 1,040.00
			\$ 207,280.00

2018-2019 Economic Development Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
WLRN-FM	Local (Broward County)	(183) :15 spots	\$ 12,610.00
			\$ 12,610.00

BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
The Platinum Bird, Inc.	Local	I-95 Billboards	\$ 14,000.00
			\$ 14,000.00

ONLINE	MARKET	AD UNITS	BUDGET
TheRealDeal.com	South Florida	Banner Ads	\$ 22,500.00
FloridaTrend.com	Florida	Ad on Afternoon Pulse	\$ 17,955.00
BizJournals.com/SouthFlorida	Regional (Tri-County)	Ad on E-newsletter	\$ 16,462.00
			\$ 56,917.00

PRINT	MARKET	AD UNITS	BUDGET
The Real Deal	South Florida	(2) Full Page Ads	\$ 8,000.00
Greater Fort Lauderdale Alliance Economic Yearbook (SFBJ)	Regional (South Florida)	(1) Full Page Ad	\$ 5,156.00
City & Shore Magazine	Regional (South Florida)	(4) 2-Page Spread Advertorial with Photos	\$ 12,460.00
Florida Trend / Business Florida	Florida	2-Page Spread	\$ 13,880.00
Hollywood Chamber Guide	Local	1/2 Page Ad	\$ 1,495.00
Hollywood Gazette	Local (Broward)	1/2 Page Ad	\$ 7,200.00
Hollywood Lakes Newsletter	Local (Broward)	1/2 Page Ad	\$ 1,140.00
Hollywood Hills Newsletter	Local (Broward)	1/2 Page Ad	\$ 1,200.00
South Florida Business Journal	Regional (South Florida)	1/4 Page Ad	\$ 19,248.00
ICSC Dealmaking Guide	Trade (Florida)	Upgrade Ad	\$ 700.00
Shopping Center Business	Trade (National)	(1) Full Page Ad	\$ 7,000.00
Broward League of Cities	Local	1/2 Page Ad	\$ 2,500.00
			\$ 79,979.00

CONTINGENCY	MARKET	AD UNITS	BUDGET
Contingency	Various	Various	\$ 2,500.00
			\$ 2,500.00

\$ 166,006.00

2018-2019 Events Media Plan for the Hollywood Community Redevelopment Agency

BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
Pandora	Local (Events)	:30 spot & Banner Ads Program	\$ 30,000.00
WLRN-FM	Local (Events)	:15 spot	\$ 15,110.00
Lite FM: Entercom	Local (Events)	:30 spot	\$ 7,000.00
The Shark FM: Entercom	Local (Events)	:30 spot	\$ 6,500.00
Tu FM: iHeart Radio	Local (Events)	:30 spot	\$ 5,000.00
Y100 FM: iHeart Radio	Local (Events)	:30 spot	\$ 6,000.00
Powerscope Productions: Lokar National TV Series	Local (Events)	On-location production, interview, and episode	\$ 5,000.00
			\$ 74,610.00

ONLINE	MARKET	AD UNITS	BUDGET
Blabbermouth by Family Magazine	Local (Broward)	(2) Dedicated E-blast & Full width Banner Ad	\$ 600.00
Miami Herald (MH.com)	Local (Broward)	(3) Banner Ads (100k impressions)	\$ 3,000.00
SouthFlorida.com/ SunSentinel.com	Local (Broward)	(3) Targeted E-mail & Banner Ads	\$ 5,000.00
The New Times	Local (Broward)	(4) Digital Packages	\$ 7,000.00
Choose954	Local (Broward)	Platinum Partner Package	\$ 6,000.00
			\$ 21,600.00

ONLINE & PRINT	MARKET	AD UNITS	BUDGET
Broward Family Life	Local (Broward)	(2) 1/3 Pag Ad Ded E-blast E-blast Listing	\$ 3,000.00
Culture Owl	Local (Broward)	(5) 1/3 Page Ads (5) E-Scoops (5) Banner (1) Membership	\$ 3,750.00
El Nuevo Herald	Local (Broward)	(2) Strip Ads and Online Banner Ads	\$ 3,420.00
			\$ 10,170.00

SOCIAL MEDIA	MARKET	AD UNITS	BUDGET
Twitter Facebook Instagram Google Snapchat	Local (Events)	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	\$ 41,100.00
The New Times	Local (Broward)	(3) Social Sprints	\$ 3,000.00
			\$ 44,100.00

PRINT	MARKET	AD UNITS	BUDGET
The New Times	Local (Broward)	(10) 1/4 Page Ads	\$ 4,000.00
Hollywood Gazette	Local (Broward)	(12) 1/4 Page Ad	\$ 3,840.00
Cahoots Quarterly	Local (Broward)	(4) 1/4 Page Ad	\$ 1,300.00
Hollywood Lakes Newsletter	Local (Broward)	(4) 1/2 Page Ad	\$ 1,140.00
Hollywood Hills Newsletter	Local (Broward)	(4) 1/2 Page Ad	\$ 1,200.00
			\$ 11,480.00

NICHE	MARKET	AD UNITS	BUDGET
Community Outreach			\$ 6,000.00
			\$ 6,000.00

CONTINGENCY	MARKET	AD UNITS	BUDGET
Contingency	Local	Various	\$ 8,754.00
			\$ 8,754.00