

EXHIBIT A

2019-2020 Local/Destination Media Plan for the Hollywood Community Redevelopment Agency

TV BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
Pandora	Winter Campaign Nov - Mar	<u>Mobile Audio</u> :30 spot with Standard Banner (2,333,333 IMP) OR <u>Video Plus</u> :15 spot with Standard Banner (133,333 Views)	\$ 20,000.00
Comcast Spotlight	Local Hollywood-Pembroke Pines	:30 spot on ESPN, CNN, TWC, ESPN2, AMC, FX, HGTV, MNBC, BET, DISC, FXNC, BRVO and Premium Digital TV run 2 weeks per month (approx. 4,498 spots total)	\$ 21,169.92
WPLG ABC 10 TV/web cam program	Local (South Florida) Summer	:15 spots WPLG :15 spots METV News Mentions Monthly Banner Ads (4) Homepage Takeovers	\$ 85,000.00
WTVJ NBC 6 TV/web cam program	Local (South Florida) Summer	(200) :15 spots on NBC6 6a-mid (200) :15 spots on COZI 6a-mid Monthly Banner Ads	\$ 38,250.00
Footvolley Tournament	International	TV Partnership	\$ 20,000.00
			\$ 184,419.92

DIGITAL	MARKET	AD UNITS	BUDGET
Choose954	Local (Broward)	<u>E-mail:</u> (16) Weekly Culture Roundup Newsletters (4) E-mail Blast <u>Social:</u> (24) Organic Facebook Posts (24) Organic Instagram Posts (32) Instagram Stories (8) Events/Videos On Facebook/Instagram <u>Video:</u> (4) Video Production Of At Least One Event (4) On-site FB/Insta Live Stream Coverage (4) Hollywood CRA Sponsored Podcast	\$ 15,800.00
Visit Florida Google Display Network Co-op (Compass Media)	Unlimited Reach	Combo Static Banner and Video Ads 3,500 Guaranteed Clicks BONUS 10% click delivery	\$ 4,950.00
Visit Florida Culinary Travel Digital Co-op (Fexy Media)	Local/Regional Food Lovers Frequent Travelers	Targeted Video Ads (500,000 IMP) OR High Impact Banner Ads (500,000 IMP)	\$ 5,000.00
Visit Florida Winter Sun Seekers Co-op (Expedia)	Boston, Chicago, Detroit, New York City, Minneapolis, Philadelphia, Washington DC	On-site Banner Ads (1,250,000 IMP)	\$ 5,000.00
			\$ 30,750.00

ONLINE & PRINT	MARKET	AD UNITS	BUDGET
Travel Weekly's FLORIDA PLUS	State-wide	(1) Full Page Ad & Matching Advertorial	\$ 8,000.00
Travel Host Magazine	Local (Hotels)	(2) Full Page Ads	\$ 32,400.00
Travel Host Pocket Guide	Local	(1) Full Page Ad	\$ 2,500.00
			\$ 42,900.00

SOCIAL MEDIA	MARKET	AD UNITS	BUDGET
Twitter Facebook Instagram Google Snapchat	Broward & Miami	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	\$ 15,000.00
			\$ 15,000.00

CONTINGENCY	MARKET	AD UNITS	BUDGET
	Various	Various	\$ 26,930.08
			\$ 26,930.08

			\$ 300,000.00
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2019 -2020 Economic Development Media Plan for the Hollywood Community Redevelopment Agency

TV BROADCAST RADIO	MARKET	AD UNITS	BUDGET
Comcast Spotlight	Local Hollywood-Pembroke Pines	:30 spot on ESPN, CNN, TWC, ESPN2, AMC, FX, HGTV, MNBC, BET, DISC, FXNC, BRVO and Premium Digital TV run 2 weeks per month (approx. 4,498 spots total)	\$ 21,169.92
Choose954	Local (Broward County)	(4) Video Production Of Video Highlighting Hollywood Based Business	\$ 6,000.00
WLRN-FM News-Talk Radio Station	Local (Broward County)	:15 spots run 2 weeks/month (approx. 183 spots total)	\$ 12,610.00
			\$ 12,610.00

OUT OF HOME	MARKET	AD UNITS	BUDGET
The Platinum Bird, Inc. Billboard Campaign	Local (Hollywood) A. North of Sheridan, faces North B. North of Sheridan, faces South C. South of Sterling	14'x48' Digital Billboard on I-95 A. (8 weeks) B. (8 weeks) C. (16 weeks/space available)	\$ 14,000.00
			\$ 14,000.00

DIGITAL	MARKET	AD UNITS	BUDGET
Choose954	Local (Broward County)	E-mail: (16) Weekly Culture Roundup Newsletters (4) E-mail Blast Social: (24) Organic Facebook Posts (24) Organic Instagram Posts (32) Instagram Stories (8) Events/Videos On Facebook/Instagram Video: (4) Video Production Of At Least One Event (4) On-site FB/Insta Live Stream Coverage (4) Hollywood CRA Sponsored Podcast	\$ 15,800.00
TheRealDeal.com	Regional-South Florida (Real Estate Professionals)	(4) Sponsored Article Programs: -Content Article on Site -Premium Home Placement -(2) Market Newsletter Inclusion -(2) Social Media Post -ROS Display Units (100k IMP)	\$ 20,000.00
Urbanland.uli.org	National-Trade Decision-Makers in Real Estate and Land Use (75,000+ Subscribers)	(4) <i>This Week in Urban Land</i> E-newsletters Middle Banner Ad	\$ 8,000.00
FloridaTrend.com	Regional-Florida (Top executives, owners, managers, and professionals)	(12) <i>Afternoon Pulse</i> E-Newsletters Middle Banner Ad	\$ 25,668.00
BizJournals.com/SouthFlorida	Local Tri-County Business Community (19,800 Subscribers)	(12) <i>Afternoon Edition</i> E-Newsletters Leaderboard Banner Ad	\$ 22,080.00
			\$ 91,548.00

ONLINE & PRINT	MARKET	AD UNITS	BUDGET
Greater Fort Lauderdale Alliance Economic Sourcebook & Market Profile (SFBJ)	Regional (Broward) -Published/distributed with South Florida Business Journal	(1) Full Page Ad	\$ 5,456.00
Florida Trend / Business Florida	Regional-Florida (Top executives, owners, managers, and professionals)	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
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
			\$ 57,479.00

SOCIAL MEDIA		MARKET	AD UNITS	BUDGET	
Twitter Facebook Instagram		Broward & Miami	Banner Ads, Boosted Posts/Tweets, Sponsored Ads,	\$	15,000.00
Google Snapchat			Geofilters, TV Spots		
				\$	15,000.00
PRINT		MARKET	AD UNITS	BUDGET	
Hollywood Lakes Newsletter		Local (Broward)	1/2 Page Ad	\$	1,140.00
Hollywood Hills Newsletter		Local (Broward)	1/2 Page Ad	\$	1,200.00
Broward League of Cities		Local	1/2 Page Ad	\$	2,500.00
				\$	4,840.00
CONTINGENCY		MARKET	AD UNITS	BUDGET	
		Various	Various	\$	37,823.00
				\$	37,823.00
				\$	200,000.00

2019-2020 Events Media Plan for the Hollywood Community Redevelopment Agency

TV BROADCAST STREAMING	MARKET	AD UNITS	BUDGET
Comcast Spotlight	Local Hollywood-Pembroke Pines	:30 spot on ESPN, CNN, TWC, ESPN2, AMC, FX, HGTV, MNBC, BET, DISC, FXNC, BRVO and Premium Digital TV run 2 weeks per month (approx. 4,498 spots total)	\$ 21,169.92
Pandora	Local (Broward) All Events	:30 spots run 1-2 weeks prior to event (Video & Audio w/ Banner Ads Program (approx. 6,722,789 IMP)	\$ 50,000.00
Spotify	Local (Broward)	:30 spots run 1-2 weeks prior to event (Audio w/ Banner Ads Program	\$ 12,000.00
WLRN-FM News-Talk Radio Station	Local (Broward)	:15 spots run 2 weeks/month (approx. 183 spots total)	\$ 15,110.00
Cox Media: Hits 97.3 FM	Local (Broward)	:15 and :30 spots run 1-2 weeks prior to event (approx. 200 spots)	\$ 16,200.00
iHeart Radio: 100.7 Y100 FM	Local (Broward)	:30 spot (approx 252 spots)	\$ 28,685.00
iHeart Radio: 94.9 TU FM	Local (Broward) Hispanic Market	:30 spot (approx 20 spots)	\$ 2,500.00
WXDJ-FM El Zol 106.7	Local (Broward) Hispanic Market	:30 spot (approx 20 spots)	\$ 3,000.00
Entercom Communications: 101.5 Lite FM	Local (South Florida) Hollyweird Event	:30 spots run 1-2 weeks prior to event (approx. 30 spots)	\$ 2,500.00
Entercom Communications: 104.7 FM The Shark	Local (South Florida) Saint Patrick's Day Parade	:30 spots run 1-2 weeks prior to event (approx. 30 spots)	\$ 2,500.00
Powerscope Productions: Lokar National TV Series	Local (Broward)	On-location production, interview, and episode for Dream Car Classic	\$ 5,000.00
			\$ 158,664.92

DIGITAL	MARKET	AD UNITS	BUDGET
Blabbermouth by Family Magazine	Local (Families) Hollyweird & Saint Patrick's Day	(2) Dedicated E-blast\Full-Width Banner Ad	\$ 700.00
Sun Sentinel Weekender Newsletter	Local (Broward & Miami)	(10) Top Marquee or 2nd Cube Banner Ad (100K Distributed Every Thursday)	\$ 7,500.00
The New Times	Local (Broward & Miami)	(10) Digital Packages: <u>Newsletter:</u> -PROMO Featured Event OR Top Leaderboard Presence <u>Dedicated Email:</u> -EVENT Database (16,692 subscribers) <u>Banner/Display:</u> -100K Impressions per Event	\$ 17,000.00
Choose954	Local (Broward) All Events	<u>E-mail:</u> (16) Weekly Culture Roundup Newsletters (4) E-mail Blast <u>Social:</u> (24) Organic Facebook Posts (24) Organic Instagram Posts (32) Instagram Stories (8) Events/Videos On Facebook/Instagram <u>Video:</u> (4) Video Production Of At Least One Event (4) On-site FB/Insta Live Stream Coverage (4) Hollywood CRA Sponsored Podcast	\$ 15,800.00
			\$ 41,000.00

ONLINE & PRINT	MARKET	AD UNITS	BUDGET
Broward Family Life	Local (Families) Hollyweird & Saint Patrick's Day	(2) Event Packages: 1/3 Pag Ad Ded E-blast E-blast Listing	\$ 4,000.00
Miami Herald Media: The Miami Herald	Local (Broward & Miami) ArtsPark Experience Concert Series	<u>400K Impressions on:</u> -Miamiherald.com OR -Miami.com OR -Miamiindulge.com <u>Print:</u> (4) ¼ page in Miami Herald	\$ 7,200.00
Miami Herald Media: El Nuevo Herald	Local (Broward & Miami) Salsa Festival	<u>100K Impressions on:</u> -Elnuevoherald.com <u>Print:</u> ¼ page in El Nuevo Herald	\$ 1,800.00
Sun Sentinel Media Group: El Sentinel Package	Local (Broward & Miami) Salsa Festival	<u>100K Impressions on:</u> -El Sentinel.com <u>Print:</u> ¼ Page in El Sentinel Thursday Distribution	\$ 1,550.00
			\$ 14,550.00

SOCIAL MEDIA	MARKET	AD UNITS	BUDGET
Twitter Facebook Instagram Google Snapchat	Broward & Miami	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	\$ 20,000.00
The New Times	Broward & Miami	(12) Social Sprints	\$ 9,000.00
			\$ 29,000.00

PRINT	MARKET	AD UNITS	BUDGET
Hollywood Gazette	Local (Broward)	(12) 1/4 Page Ads	\$ 3,840.00
Cahoots Quarterly	Local (Broward)	(4) 1/4 Page Ads	\$ 1,300.00
Hollywood Lakes Newsletter	Local (Broward)	(4) 1/2 Page Ads	\$ 1,140.00
Hollywood Hills Newsletter	Local (Broward)	(4) 1/2 Page Ads	\$ 1,200.00
			\$ 7,480.00

CONTINGENCY	MARKET	AD UNITS	BUDGET
Contingency	Local	Various	\$ 49,305.08
			\$ 49,305.08

			\$ 300,000.00
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