

**Exhibit A**

**2020-2021 Local/Destination Media Plan for the Hollywood Community Redevelopment Agency**

TV   BROADCAST   STREAMING	MARKET	AD UNITS	WHEN	BUDGET
Comcast Spotlight	COVERAGE AREAS: SOUTH BROWARD, N.DADE, DAVIE, WESTON, SUNRISE, PEMBROKE PINES, FORT LAUDERDALE, CORAL SPRINGS, MARGATE ZONES ALL COMCAST AND UVERSE HOMES	:30 spot on ESPN, CNN, ESPN2, AMC, FX, HGTV, MNBC, BET, DISC, FXNC, BRVO, ENT. FRFM, and A&E, etc. & Premium Digital TV run 2 weeks per month (approx. 34,730 Total Units)	2 weeks per month	\$ 50,000.00
WPLG ABC 10 TV/web cam	MIAMI-FORT LAUDERDALE DMA	(165) :15 spots WPLG (Mon-Sun 5a-5a) (240) :15 spots METV (Mon-Sun 5a-5a) News Mentions (1,500,000) Livestream IMP on Local10.com	Annual contract (TBD)	\$ 60,000.00
WTVJ NBC 6 TV/web cam	MIAMI-FORT LAUDERDALE DMA	(205) :15 spots on NBC6 (6a-mid) (205) :15 spots on COZI (6a-mid) (1,200,000) ROS IMP on NBC 6	Annual contract (TBD)	\$ 40,000.00
WSVN FOX 7 TV	MIAMI-FORT LAUDERDALE DMA	(100) :15 spot on WSVN (Various Dayparts) (156) :05 Weather Billboards annually (450,000 IMP) Mobile & Desktop annually (60) :60 Logo Sponsorships annually Hollywood Beauty Cam *Pending final station approval	Annual contract (TBD)	\$ 25,500.00
WSFL CW 39 TV	BROWARD COUNTY	(792) :15 & :30 spots on WSFL (Various Dayparts) (500,000 IMP) Broadcast Monthly (50,000 subscribers) Monthly E-Blast	Annual contract (TBD)	\$ 40,800.00
			Subtotal	\$ 216,300.00
DIGITAL	MARKET	AD UNITS	WHEN	BUDGET
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	Anytime	\$ 4,950.00
			Subtotal	\$ 4,950.00
ONLINE & PRINT	MARKET	AD UNITS	WHEN	BUDGET
Travel Weekly's FLORIDA PLUS	State-wide	(1) Full Page Ad & Matching Advertorial	October	\$ 8,000.00
		(2) Full Page Ads in all 6 issues (Bi-Monthly) Editorial: Inclusion in Trending Art & Culture Scene Hollywood Webpage Social Media - Free organic content/reshares and pinterest board.		
Travel Host Magazine	Local (Hotels)	Business Listing	October - September	\$ 32,400.00
Travel Host Pocket Guide	Local	(1) Full Page Ad	Annual	\$ 2,700.00
Kenny Communications	State-wide	Brochure Placement	Annual	\$ 4,560.00
			Subtotal	\$ 47,660.00
SOCIAL MEDIA	MARKET	AD UNITS	WHEN	BUDGET
Twitter   Facebook   Instagram   Google   Snapchat	Broward & Miami	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots		\$ 15,000.00
			Subtotal	\$ 15,000.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
	TBA			\$ 66,090.00
			Subtotal	\$ 66,090.00
				\$ 350,000.00



## 2020-2021 Economic Development Media Plan for the Hollywood Community Redevelopment Agency

TV   BROADCAST   RADIO	MARKET	AD UNITS	WHEN	BUDGET
WLRN-FM News-Talk Radio Station	Local (Broward County)	:15 spots run 2 weeks/month (approx. 185 spots total)	2 weeks /month	\$ 12,610.00
			Subtotal	\$ 12,610.00
OUT OF HOME	MARKET	AD UNITS	WHEN	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)	TBD	\$ 14,000.00
			Subtotal	\$ 14,000.00
DIGITAL	MARKET	AD UNITS	WHEN	BUDGET
TheRealDeal.com	Regional-South Florida (Real Estate Professionals)	ROS Banner Campaign (6) 134,000 Monthly ROS Impressions Banners: 970x250   Jumbo Leaderboard, 300x600   300x250 mobile and desktop   320x100 Mobile Super Billboard Campaign (6) 37,000 Monthly Impressions Expanded Creative: 1920x400 Collapsed Creative: 1920x100	6 Months Each	\$ 19,830.00
Urbanland.uli.org	National-Trade Decision-Makers in Real Estate and Land Use (75,000+ Subscribers)	(4) This Week in Urban Land E-newsletters Middle Banner Ad	4 weeks	\$ 8,000.00
FloridaTrend.com	Regional-Florida (Top executives, owners, managers, and professionals)	(10) Digital Newsletters 2x/week frequency E-Newsletters Middle Banner Ad	10 Months	\$ 20,000.00
BizJournals.com/SouthFlorida	Local Tri-County Business Community (19,800 Subscribers)	(9) Digital Newsletter Inclusions: Mixture of Logo/Text and Banner Ads	January - September	\$ 16,920.00
			Subtotal	\$ 64,750.00
ONLINE & PRINT	MARKET	AD UNITS	WHEN	BUDGET
Greater Fort Lauderdale Alliance Economic Sourcebook & Market Profile (SFBJ)	Regional (Broward) -Published/distributed with South Florida Business Journal	(1) Full Page Ad	November	\$ 5,456.00
Florida Trend / Business Florida	Regional-Florida (Top executives, owners, managers, and professionals)	(1) Full Page Ad	Business Florida Issue	\$ 9,460.00
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	\$ 16,040.00
ICSC Dealmaking Guide	Trade (Florida)	Upgrade Ad	August	\$ 700.00
			Subtotal	\$ 33,151.00
PRINT	MARKET	AD UNITS	WHEN	BUDGET
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
			Subtotal	\$ 8,880.00
CONTINGENCY	MARKET	AD UNITS	WHEN	BUDGET
TBA				\$ 66,609.00
			Subtotal	\$ 66,609.00
			Subtotal	\$ 200,000.00

## 2020-2021 Events Media Plan for the Hollywood Community Redevelopment Agency

TV   BROADCAST   STREAMING	MARKET	AD UNITS	BUDGET
Pandora	Local (Broward)	:30 spots run 1-2 weeks prior to event (Video & Audio w/ Banner Ads Program (approx. 5,952,855 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. 228 spots total)	\$ 15,120.00
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
iHeart Radio: 100.7 Y100 FM	Local (Broward)	Talent "Drew" to mention Hollywood on the weeks we purchase when he is on air.	\$ 3,600.00
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)	\$ 5,500.00
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
			\$ 144,105.00

DIGITAL	MARKET	AD UNITS	BUDGET
Blabbermouth by Family Magazine	Local (Families) Saint Patrick's Day	(1) Dedicated E-blast\Full-Width Banner Ad	\$ 400.00
		(6) Digital Packages: <u>Newsletter:</u> -PROMO Featured Event <b>OR</b> Top Leaderboard Presence <u>Dedicated Email:</u> -EVENT Database (16,692 subscribers) <u>Banner/Display:</u> -100K Impressions per Event	
The New Times	Local (Broward & Miami)	<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	\$ 10,200.00
Choose954	Local (Broward) All Events		\$ 15,800.00
			\$ 26,400.00

ONLINE & PRINT	MARKET	AD UNITS	BUDGET
Broward Family Life	Local (Families) Saint Patrick's Day	(1) Event Packages: 1/3 Pag Ad   Ded E-blast   E-blast   Listing	\$ 2,000.00
	Local (Broward & Miami)	<u>100K Impressions on:</u> -Elnuevoherald.com	
Miami Herald Media: El Nuevo Herald	ArtsPark Experience	<u>Print:</u> ¼ page in El Nuevo Herald	\$ 1,800.00
	Local (Broward & Miami)	<u>100K Impressions on:</u> -El Sentinel.com	
Sun Sentinel Media Group: El Sentinel Package	ArtsPark Experience	<u>Print:</u> ¼ Page in El Sentinel Thursday Distribution	\$ 1,550.00
			\$ 5,350.00
SOCIAL MEDIA	MARKET	AD UNITS	BUDGET
Twitter   Facebook   Instagram   Google   Snapchat	Broward & Miami	Banner Ads, Boosted Posts/Tweets, Sponsored Ads, Geofilters, TV Spots	\$ 40,000.00
The New Times	Broward & Miami	(6) Social Sprints	\$ 4,500.00
			\$ 44,500.00
CONTINGENCY	MARKET	AD UNITS	BUDGET
TBA			\$ 29,645.00
			\$ 29,645.00
			\$ 250,000.00