



Hampton Roads Planning District Commission
askHRgreen.org 2016-2017 Media Planning Budgets and Schedule
July 8, 2016

Dates		No. of Weeks	askHRgreen.org	R&B	Stormwater	FOG	Water Awareness	Target Audience	Creative Advertising	Media
	Budget		\$ 15,000	\$ 32,500	\$ 25,000	\$ 34,000	\$ 50,000			
7/1/15-12/31/15	SEM Campaign	26	\$ 7,500		\$ 2,500			Adults 18-64		Google, Yahoo
1/1/16-6/30/16	SEM Campaign	26	\$ 7,500		\$ 2,500			Adults 18-64		Google, Yahoo
Fall/Spring	Litter Prevention			\$ 11,250				TBD	develop campaign based on Alice Furguson Foundation campaign	TBD
Spring	Contamination--what not to recycle at curbside			\$ 16,250				Adults 25-54	new	TBD
Fall	RMTL			\$ 5,000				Adults 25-54	new: develop video	Online and social media
Fall	Leaves down the drain				\$ 10,000			Adults 35-64, Adults 18+	pick up	Radio, online and social media
Fall/Spring	Pet waste removal and disposal--can combine with leaves and lawncare best practices?							Women 25-49, Adults 18+, what does permit say???		Radio, online and social media
Spring	Lawncare best practices				\$ 10,000			Men 35+, Adults 25-54	pick up	Radio, online and social media
Fall	What Not to Flush					\$ 13,750		Women 25-54	pick up	Movie theater, radio, FB, native, online display
Fall	Holiday FOG down the drain include garbage disposal					\$ 6,500		Adults 25-64	pick up or new	Radio, FB, Native, online display,
Spring	FOG down the drain--center around football playoffs--include garbage disposal					\$ 13,750		Adults 25-64	pick up	Television, Online and social media
Spring	Fix a Leak						\$ 16,666	Adults 25-64	pick up	Television, Online and social media
Fall/Spring	Value of Water						\$ 16,666	Adults 25-64	pick up	Television, Online and social media
Fall/Spring	Infrastructure						\$ 16,666	Adults 25-54	pick up	Television, Online and social media
	Creative support included in each budget line item									
	Total	0	\$ 15,000	\$ 32,500	\$ 25,000	\$ 34,000	\$ 49,998			
	Remainder		\$ -	\$ -	\$ -	\$ -	\$ 2			