



Promotional Campaign Report

Job #: 1737
Committee: Recycling & Beautification
Campaign Name: Recycle More, Trash Less
Campaign Dates: 4/6/2015 - 4/18/2015
Target Audience: A 25-54
Weeks: 2

PAID MEDIA	
RADIO: Total Estimated Impressions:	1,077,000
Reach	56.9%
Frequency	2.9
ONLINE: Total impressions:	198,773
www.pilotonline.com	79,517
www.dailypress.com	119,256
Total online clicks:	172
www.pilotonline.com	85
www.dailypress.com	87
Online click thru rate (CTR):	0.09%
www.pilotonline.com	0.11%
www.dailypress.com	0.07%
FACEBOOK Total Impressions:	202,549
Total Facebook clicks:	2,236
Facebook click thru rate (CTR):	1.104%

UNPAID MEDIA	
*Total Added Value:	\$ 9,299
Added Value Impressions: (included in overall impressions)	28,210

OVERALL CAMPAIGN	
Total Estimated Impressions:	1,506,532
Total Budget:	\$ 15,038
Total Exposure Value:	\$ 24,337
Return on Investment:	1.62
Cost Per Thousand Impressions:	\$ 9.98

GOOGLE ANALYTICS	
Total Visits:	2,909
Unique Visitors:	2,552
Page Views:	5,428

Report Prepared By:



Date: 5/26/2015

***Added Value:**
WVWB, WVSP, WGH-FM: Caller can win a pair of tickets to any ONE concert at the Annual Patriotic Festival at the Virginia Beach oceanfront by answering questions about recycling. 2 week promotion on Wave/Eagle stations. 35 promotional mentions per week per station. Web inclusion on both stations. 3 Facebook posts per week, per station

WVKL, WPTE: Weekly Facebook posts. Post will be on all four station pages, events and tips posted on 1Thing website. Web streaming with banner.

WTYD: Bonus spots, HR Green Question of the Week. Weekly feature on Hometown Guy Eric Worden's show. Feature will run on designated day each week to correspond with schedule. Minimum 15 (:30) promos per week on 102.1 promoting the feature. Prizes for Listeners.