

# Hampton Roads Planning District Commission 2015-16

## Holiday FOG Down The Drain

**Flight Dates:** 11/23/15 - 11/29/15

**Total Weeks:** 1

**Target Demo:** A25-64

<b>C&amp;C Internal</b>
Client Approval:
Date:
FP# 1848 (FOG)
VT Approval: _____
Date:

Total Number of Radio Impressions: 568,050  
 Total Print Readership:  
 Total Number of Online Impressions: 143,000  
 Total Number of Impressions for all media: 711,050

Radio Investment	\$4,346
On-Line Investment	\$1,666
Value of Added Value	\$4,340
<b>TOTAL VALUE OF SCHEDULE</b>	<b>\$10,352</b>
<b>BUDGET:</b>	<b>\$6,000</b>

Station/Daypart	Spot Length	Number of Spots	Added Value
WWDE-FM 101.3 Adult Contemporary Holiday Music during this time period	:60	19	Facebook, "1-thing" and on-line banner
WMOV-FM 107.7 Adult Contemporary Holiday Music during this time period	:60	25	Sponsorship Mentions, Banner and link
WVBW-FM 92.7 Adult Contemporary	:60	53	Sponsorship mentions, additional Added Value TBD
WTYD-FM Adult Alternative	:60	17	Bonus Spots

Radio Schedule Delivery (Includes Web Impressions that are part of the radio buy):

Impressions	Reach	Frequency	Spots
568,050	20.7	3.2	114

Website	Ad Location	Ad Unit	Impressions Purchased*	Impressions Delivered	Clicks	Click Thru Rate
WTYD	wydaily.com	300x250				#DIV/0!
WWDE	Added Value	300x250				#DIV/0!
WMOV	Added Value	300x250				#DIV/0!
WTKR.com	Targeted Display (Geo and Demo Targeted)		44,000			#DIV/0!
	Native Advertising (WTKR.com)		16,000			#DIV/0!
	Facebook (Geo-Targeted/demo Targeted)		50,000			#DIV/0!
	WTKR.com		33,000			#DIV/0!
<b>TOTAL</b>			<b>143,000</b>	<b>0</b>	<b>0</b>	<b>#DIV/0!</b>

\* Impressions are estimated



# Radio Spot Calendar By Station

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Market: NORFOLK PPM  
 Client: AskHRGreen.org  
 Brand: FY 2015-16  
 Product: FOG (1848)  
 Campaign: Holiday FOG Down the Drain  
 Flight Dates: Nov 23, 2015 - Nov 29, 2015  
 Survey: December 14

Buyer: Vicki Townsend  
 Rate Tier: Station Gross  
 Station(s): WWDE-FM, WMOV-FM,  
 WVBW-FM, WTYD-FM

Date: 10/9/2015 3:24:40 PM

Weekly Distribution						
Station	Day(s)	Time	Len	Format	Nov 23	Spots
<b>WWDE-FM</b>						
MD	MTWTF--	10:00 am - 03:00 pm	60	Adult Contemporary	7	7
PM	MTWTF--	03:00 pm - 07:00 pm	60	Adult Contemporary	3	3
WE	----S-	10:00 am - 03:00 pm	60	Adult Contemporary	2	2
WE	----S	10:00 am - 03:00 pm	60	Adult Contemporary	3	3
EV	----S-	07:00 pm - 12:00 am	60	Adult Contemporary	4	4
WWDE-FM Spot Total					19	19
<b>WMOV-FM</b>						
MD	MTWTF--	10:00 am - 03:00 pm	60	Rythmic Oldies	10	10
MD	MTWTF--	12:00 pm - 01:00 pm	5	Rythmic Oldies	5	5
PM	MTWTF--	03:00 pm - 07:00 pm	60	Rythmic Oldies	5	5
DA	----SS	11:00 am - 06:00 pm	60	Rythmic Oldies	5	5
WMOV-FM Spot Total					25	25
<b>WVBW-FM</b>						
AM	MTWTF--	07:00 am - 10:00 am	60	Adult Contemporary	6	6
MD	MTWTF--	10:00 am - 03:00 pm	60	Adult Contemporary	6	6
DT	MTWTF--	03:00 pm - 06:00 pm	60	Adult Contemporary	5	5
MD	MTWTFSS	04:00 am - 12:00 am	60	Adult Contemporary	8	8
MD	----S-	09:00 am - 05:00 pm	60	Adult Contemporary	2	2
PM	----S	09:00 am - 05:00 pm	60	Adult Contemporary	1	1
RT	MTWTFSS	05:00 am - 12:00 am	10	Adult Contemporary	25	25
CONTEST MENTIONS						
WVBW-FM Spot Total					53	53
<b>WTYD-FM</b>						
DT	MTWTF--	05:00 am - 07:00 pm	60	Album Adult Alternat	12	12
RT	MTWTFSS	04:00 am - 01:00 am	60	Album Adult Alternat	4	4
RT	MTWTFSS	05:00 am - 04:59 am	WEB	Album Adult Alternat	1	1
WTYD-FM Spot Total					17	17
Weekly Schedule					114	114

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.