



Hampton Roads Planning District Commission  
 askHRgreen.org Media Planning Budgets and Schedule  
 November 5, 2015

Dates		No. of Weeks	askHRgreen.org	1847 R&B	1849 Stormwater	1848 FOG	1850 Water Awareness	Target Audience	Creative Advertising	Media
	<b>Budget</b>		\$ 25,000	\$ 32,500	\$ 33,000	\$ 34,000	\$ 60,000			
	<b>Quarters: 2-3</b>									
7/1/15-12/31/15	SEM Campaign	26	\$ 9,885					Adults 18-64		Google, Yahoo
8/3/15-9/13/15	Value of Water	6					\$ 7,500	Adults 25-54	new	Targeted display, FB, Twitter, Native, YouTube, Online display, news pre-roll
10/23-11/8/15	What Not to Flush	2				\$ 16,848		Women 25-54	pick up	Movie theater, radio, FB, native, online display
11/9-11/22/15	Leaves down the Drain	2			\$ 17,033			Adults 35-64, Adults 18+	pick up	Radio, FB, Native, online display
11/23/15-11/29/15	Holiday FOG down the drain	1				\$ 6,012		Adults 25-64	pick up and new	Radio, FB, Native, online display,
	<b>Quarter: 1-2</b>									
1/1/16-6/30/16	SEM Campaign		\$ 9,885					Adults 18-64		
3/7-13/16	Fix a Leak	1					\$ 11,000	Adults 25-54		Television, Online and social media
3/28-4/10/16	Lawn care/Outdoor Watering	2			\$ 11,000		\$ 11,000	Adults 25-54		Television, Online and social media
4/11-24/16	RMTL	2						Adults 25-54	pick up	Radio, online and social media
5/2-8/16	Value of Water	1					\$ 11,000	Adults 25-54		Television, Online and social media
5/22-29/16	Pet Waste	1			\$ 3,000			Women 25-54, Adults 18+	pick up	Radio, online and social media
6/6-19/16	Infrastructure	2				\$ 11,000	\$ 11,000	Adults 25-54		Television, Online and social media
	Public Relations									
	Creative				\$ 1,250	\$ 1,250	\$ 5,000			
	<b>Total</b>	<b>12</b>	\$ 19,770	\$ -	\$ 32,283	\$ 35,110	\$ 56,500			
	<b>Remainder</b>		\$ 5,230	\$ 32,500	\$ 717	\$ (1,110)	\$ 3,500			