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

				1847	1849	1848	1850			
Dates		**No. of Weeks**	**askHRgreen.org**	**R&B**	**Stormwater**	**FOG**	**Water Awareness**	**Target Audience**	**Creative Advertising**	**Media**
	Budget		**$ 25,000**	**$ 32,500**	**$ 33,000**	**$ 34,000**	**$ 60,000**			
	Quarters: 2-3									
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, YoutTube, 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,
	Quarter: 1-2									
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	Lawncare/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			
	Total	**12**	**$ 19,770**	**$ -**	**$ 32,283**	**$ 35,110**	**$ 56,500**			
	Remainder		**$ 5,230**	**$ 32,500**	**$ 717**	**$ (1,110)**	**$ 3,500**			

Attachment 4-C