



Ionic Media

Visit Mendocino  
County



Phone 818-843 3742

[sbender@ionicmedia.com](mailto:sbender@ionicmedia.com)

## Media Strategies for Consideration for VMC



- Create awareness in the Sacramento market through digital billboards, buses, and rail
- Create consistency by owning a high visibility digital billboards in the Bay Area and possibly Sacramento
- Explore opportunities for BART domination campaigns and presence in the BART.
- Launch a Paid search campaign and Display/Retargeting campaign to keep Visit Mendocino County top of mind when searching for a vacation/weekend getaway
- Proposed launch date and flight – 10/1/18- 12/31/18
- Recommended Budget - \$150,000

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# Sacramento Market

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**Sacramento Light Rail System** –Massive moving Billboards capture attention of 94,000 consumers who work downtown

- 48 stations and 42.9 miles of track
- Unparalleled Downtown Sacramento/State Capitol coverage.
- Extensive Golden 1 Center coverage.
- Hwy 50, Folsom, Hwy 80 and Elk Grove coverage
- Community Colleges, Restaurants, Business and Shopping Districts



# Sacramento Light Rail System – Display Options

Train Full Side



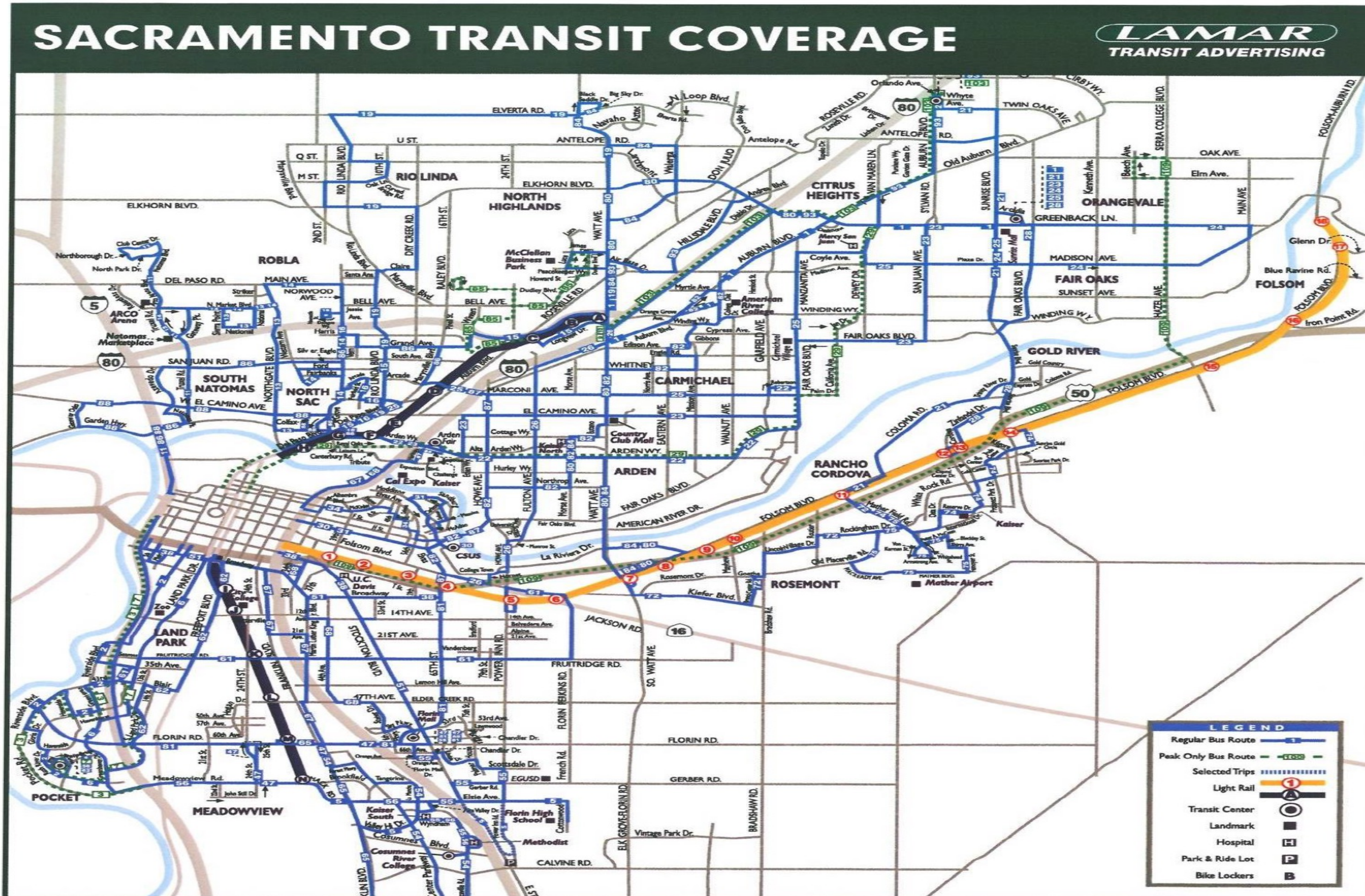
Train Ultra Side



Display Type	Size	Recommended minimum number of units	Space Available bonus units	4-week Rate Card per unit	Negotiated 4-week rate per unit	Negotiated 12-week rate per unit	Production per unit	total media	total production	Total Cost	4-week gross impressions per unit
Light Rail Full Sides	10' x 80' *	2	0	\$4,000	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$5,500</b>	<b>\$5,000</b>	<b>\$11,000</b>	<b>\$16,000</b>	2,719,000
Light Rail Ultra Sides	10' x 80' *	4	1	\$2,800	<b>\$2,200</b>	<b>\$2,000</b>	<b>\$950</b>	<b>\$8,000</b>	<b>\$3,800</b>	<b>\$11,800</b>	1,087,632

## Sacramento Bus Coverage –Sacramento Regional Transit buses travel every major surface street in the county

- Regional Transit vehicles carry 97,000 passengers each weekday, including students and commuters from Elk Grove, Folsom and Roseville.
- 85% of Sacramento residents live less than a quarter mile from a bus routes there is no better way to penetrate the neighborhoods and reach commuting and non-commuting consumers



# Sacramento Bus Coverage Display Options Available

Bus Tail



Bus King



Bus Kong's



Bus Queen



Display Type	Size	Recommended minimum number of units	Space Available bonus units	4-week Rate Card per unit	Negotiated 4-week rate per unit	Negotiated 12-week rate per unit	Production per unit	total media	total production	Total Cost	4-week gross impressions per unit
Bus King Kongs	100" x 226" *	15	2	\$1,200	<b>\$850</b>	<b>\$750</b>	<b>\$1,420</b>	<b>\$11,250</b>	<b>\$21,300</b>	<b>\$32,550</b>	256,666
Bus Kongs	42" x 232" *	20	5	\$750	<b>\$600</b>	<b>\$550</b>	<b>\$415</b>	<b>\$11,000</b>	<b>\$8,300</b>	<b>\$19,300</b>	231,800
Bus Kings	30" x 144"	30	6	\$600	<b>\$450</b>	<b>\$400</b>	<b>\$53</b>	<b>\$12,000</b>	<b>\$1,590</b>	<b>\$13,590</b>	199,805
Bus Queens	30" x 88"	35	5	\$500	<b>\$400</b>	<b>\$350</b>	<b>\$42</b>	<b>\$12,250</b>	<b>\$1,470</b>	<b>\$13,720</b>	126,350
Bus Tails	19" x 68"	35	5	\$400	<b>\$350</b>	<b>\$300</b>	<b>\$24</b>	<b>\$10,500</b>	<b>\$840</b>	<b>\$11,340</b>	83,600

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# San Francisco Market

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*Montgomery/Powell BART domination (mezz + platform level) = \$200,000 (includes production) \*\*\*not available in October 2018*

## Station Dominations

Station Dominations allow brands to own an entire station with a combination of media assets. Dominations generate tremendous recall with messaging that stops people in their tracks.

Specs

Station Domination

Sizes Vary

Note: Some Station Dominations offer digital media as well



## BART Full Wrap

Full Wrap Train advertising on BART covers the entire car exterior. These huge displays roll through San Francisco's most congested downtown stations and target BART riders system-wide.

Specs

Full Wrap

Custom Install

***Details include: 1 unit***

- ***14,700 imp's***
- ***4 week rate: \$15,000***
- ***Production: 15,000***
- ***Total Cost: \$30,000***

## Backlit Dioramas

Backlit Dioramas are located in heavy-traffic areas at some of the busiest BART stations. Their bright illumination makes brands appear vibrant and fresh.

### *Details include:*

- *15 units*
- *3,240,000 imp's*
- *4 week rate: \$15,000*
- *Production: \$950*
- *Tax- 8.5% -\$1275*
- *Total Cost: \$17,225*

### Specs

Backlit Diorama

68.5"H x47.5"W



# Digital Platform

Digital Platform displays are placed strategically across BART platforms and dominate the sight-line of the city's highly-desirable commuter audience.

Available at Montgomery and Powell Stations.

## Details include:

- *1 units*
- *2,174,000 imp's*
- *4 week rate: \$6000*
- *Tax- 8.5% -\$510*
- *Total Cost: \$6510*

## Specs

Screen Size	<b>82" diagonal LCD Screen</b>
Digital Loop Sequence	<b>12ads, 9 editorial, 3 BART content</b>
Audio	<b>None at this time</b>

# Montgomery



## 2 Sheets

2 Sheets provide brand visibility in high-traffic, long dwell-time areas of Bay Area stations.

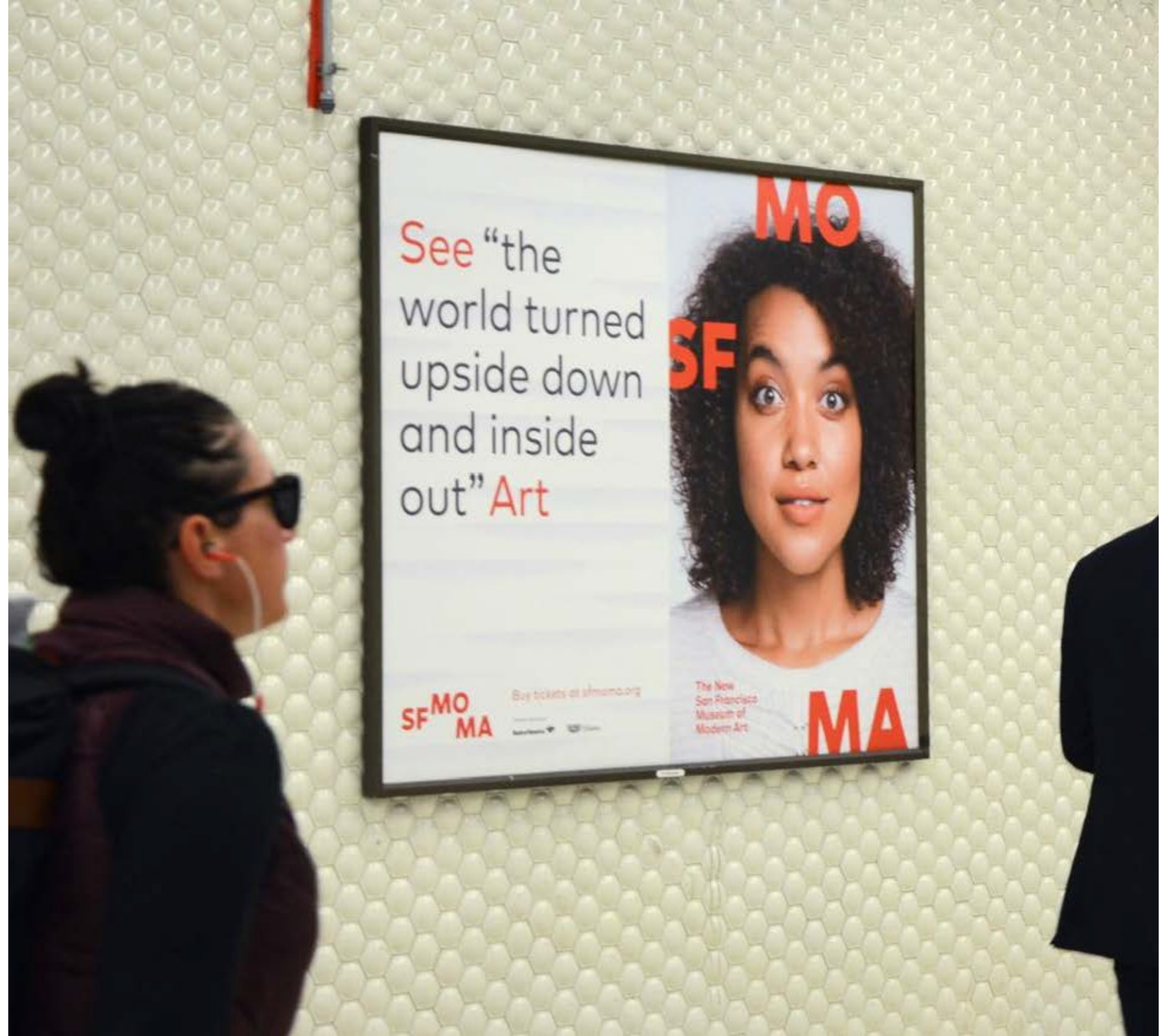
### *Details include:*

- *65 units*
- *8,970,000 imp's*
- *4 week rate: \$39,000*
- *Production: \$3073*
- *Tax- 8.5% -\$3315*
- *Total Cost: \$45,388*

Specs

2Sheet

46"H X60"W



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# Digital Marketing

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# Paid Search

- Target your audience based on what they are looking for – “pull” marketing
- Select keywords that define search intent
  - Refine search efficiency with negative keywords to eliminate non-relevant traffic
- Increase performance based on bid adjustment on multiple factors that drive quality traffic
  - Geo-targeted locations
  - Seasonality (time of year) and dayparts (day of week/time of day)
  - Specific devices (desktop/mobile/tablet)
  - Demographics (age & gender)
  - Income levels
  - VisitMendocino.com site visitors/pages viewed through remarketing lists for search ads (RLSA)
  - Build similar audience profiles to site visitors and custom audience lists
- Very strong, quality traffic with high user engagement rates (new user %, time on site, average page views, etc.)
- **Brand** keyword bidding leverages, tying in demand created from all of your marketing efforts and word of mouth
- **Competitor** paid search conquering nearby tourist locations (San Francisco, Sacramento, Lake Tahoe, etc.) for alternative vacationing consideration to more well-known destinations
- **Non-brand** terms that are relevant to destination offerings such as family/beach vacations, fishing trips, wine tasting venues, nature hiking/photography and other tourist attractions

## Recommendations



A screenshot of a Google search for "mendocino hotels". The search bar shows "mendocino hotels" and a magnifying glass icon. Below the search bar are tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools". The search results show "About 1,180,000 results (1.00 seconds)". The first result is "The 10 Best Hotels | Mendocino Hotels" from tripadvisor.com, with a 4.4 rating and 1,425 reviews. Below this are two smaller ads: "Tonight's Great Deals" and "Romantic Hotels". The second main result is "Hotels in Mendocino Coast | The Best Hotels. Great Prices | hotels.com". The third result is "20 Hotels in Mendocino CA | Save 25% or More with KAYAK®". The fourth result is "32 Hotels in Mendocino | Save On Hotels with Expedia | expedia.com". At the bottom of the screenshot is a map showing hotel locations with price tags: \$150, \$225, \$102, and \$49.

## Display (Google Display Network)

### Display - Remarketing

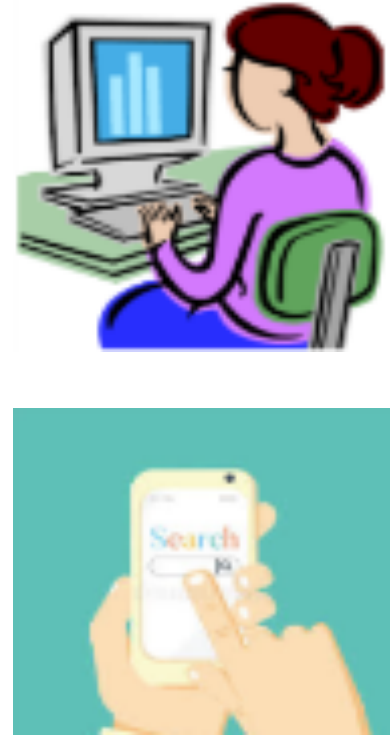
- Build marketing lists based on website traffic and specific site content/pages viewed
- Requires either search engine remarketing pixels to be placed on the VisitMendocino.com website to track visitors and/or custom audience lists based on email addresses
- Layer in multiple demographic targeting selects to increase traffic for specific audiences
  - Demographic targeting: Age (Primary - Millennial and Gen-X; Secondary – Baby Boomers)
  - Household Income: \$100K + (Top 20% - 40%)
- Remarketing audiences generally have very strong click-through-rates when re-engaging up to 4x higher due to familiarity with your brand than the general internet user
- Site engagement metrics are significantly higher with greater pages/session consumed, average session duration and lower bounce rates
- Remarketing lists can be used to find online users with similar digital profiles/behavior as those who have expressed interest in Mendocino County by visiting the site





# Display (Google Display Network)

## Display – Remarketing Flow



## Recommendations

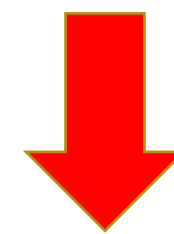


General Internet User

VisitMendocino.com Visitors

Remarketing Audience

Re-engage Audience



# Display (Google Display Network)



## Display – General Targeting

- Expand reach, finding new untapped audiences by showing your ads on relevant major sites and niche site placements within the Google Display Network (GDN) where your target audience spends their time
- Target your relevant audience only serving display creative to specific demographics by layering in multiple targeting selects
  - Demographic targeting: Age (Primary - Millennial and Gen-X; Secondary – Baby Boomers)
  - Household Income: \$100K + (Top 20% - 30%)
- Carefully target users based on relevant site content or behavior
  - **Similar/look-alike** audiences – Find new users based on similar digital profiles to VisitMendocino.com visitors and/or specific pages to the site
  - **In-market audiences** (search intent) – Sports & Fitness (Camping & Hiking/Fishing Equipment), Travel (Hotels & Accommodations/Vacation Rentals) and Trips by Destination (Trips to California/San Francisco Bay Area)
  - **Affinity Audiences** – Travel Buffs (Family Vacationers/Beachbound Travelers/Luxury Travelers) and Lifestyles & Hobbies (Outdoor Enthusiasts/Shutterbugs)
- Optimize performance by excluding placements with low performance
- Adjust demographic, device, daypart bidding based on response rates and engagement

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# Proposal

## Media cost

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# Recommended Media Budget



Market	Media Channel	Location	Size	Imp's- 4weeks	52 weeks	12 Weeks	4weeks	
Sacramento	Digital Bulletins	80 (Capital City Fwy), 1100 ft S/O Exposition Blvd. E/S	20'x60'	2,010,840	\$4,750.00			
Sacramento	Digital Bulletins	I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	14'x48'	1,744,368	\$5,175.00			
Sacramento	Digital Bulletins	Hwy 50, W/O Hazel Ave. S/S F/W	14'x48'	1,628,880	\$5,215.00			
San Francisco Bay Area	Digital Bulletins	I-880 .50 mi N/O Hegenberger % F/NW	20'x60'	1,948,000	\$6,500.00			
San Francisco Bay Area	Digital Bulletins	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'	1,457,032	\$5,000.00			
San Francisco Bay Area	Digital Bulletins	E/L I-880 N/O Great Mall Parkway F/N	14'x48'	981,781	\$6,000.00			
San Francisco Bay Area	Digital Bulletins	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'	763,402	\$7,000.00			
San Francisco Bay Area	Digital Bulletins	I-680 S/O Benicia Bridge F/SE	14'x48'	595,635	\$4,000.00			
Sacramento	Light Rail Full Side	4 units	Full Side	1,087,632		\$11,800		
Sacramento	Bus Tail	35 units	Bus Tail	83,600		\$11,340		
SF- BART	Backlit Dioramas	15 units in heavy traffic areas in BART stations	68.5x47.5	3,240,000			\$17,255	
SF- BART	Digital Bulletins	1 unit Available in Montgomery or Powell		2,174,000			\$6,500	
California	Digital Marketing	Paid Search, Display and Retargeting				\$45,000		
Total				17,715,170	\$43,640.00	\$68,140	\$23,755	
Total Media and Production								\$135,535.00
Agency Fee								\$20,330.25
Total								\$155,865.25