



VISIT MENDOCINO COUNTY MEDIA PLAN DECEMBER 10, 2018 - JUNE 30, 2019

Ionic Media: outdoor digital ad purchases

Market	Media	# of units	Size	Net Media Cost	# of weeks	Impressions (4 week period)
Sacramento	Digital BB Sac Permanent I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	1	12'x40'	\$32,500	26	1,744,368
Sacramento	Light Rail Ultra Side	7	10x79	\$48,650	26	7,613,424
Market	Media	# of units	Size	Net Media Cost	# of weeks	4 wk imp's
San Francisco	Permanent Billboard Bay Bridge & Toll Plaza F/E	1	20'x60'	\$68,000	26	3,148,788
San Francisco	Ultra Network Caltrain 4th and King	14	56.3x31.7	\$30,000	12	2,174,000
Total:				\$179,150.00		

Breakout is \$42,000 for units; \$6,650 for production cost

Media Matters WorldWide Marketing Campaigns. Budget: \$300,000

Recommended Strategies and Tactics:

Type	Medium	NB: The percentages are estimates and may be subject to adjustment.
Programmatic (40%)	Display, Video, Native, High Impact Units	
Audio (30%)	Online Radio/Podcasts	
Social (includes YouTube) (35%)	Facebook, Instagram, YouTube	
Ad Serving + Brand Study (5%)		
Use of high impact digital tactics (Takeovers, Wraps, Welcome Ads) to disrupt and capture the attention and awareness of our audience		
Video (Desktop, Mobile and Tablet) will be used to drive deeper engagement delivering an emotive brand connection at scale		
Utilize a combination of approaches both Prospecting New Visitors and Retargeting off the VisitMendocino.com site		
Align with VMC PR editorial calendar		
Consider partnerships for Whitelists Opportunities		

Support Festival Events
o January - Winter Fest (last 2 weeks of January)
o March - Whale Festival (1st 3 weekends in March - Little River, Mendocino and Ft.Bragg)
o April - Taste Mendocino (Spring Fest - last 2 weekends in April); Last weekend will be focused on family friendly

Tracking Methodology & Success Metrics :
1. Increase Brand Awareness: MMWW will be investigating implementing a brand study to demonstrate awareness lift across audio + programmatic
2. Site Engagement (Site Engagement Rate and Time Spent)
o Additional/Ongoing KPIs and Measurements
▪ Mobile will be optimized using engagement rate (via Google Analytics/DCM)

Creative Materials (below is a general sample of core sizes):
Display HTML5 (for Mobile Display), and Gif/Jpeg Static Banners - 160x600, 300x250, 728x90, 300x600
Mobile Banners – 320x50, 300x250
Native Mobile Display – Details provided with specs
Video Pre-roll (skippable and/or non-skippable) –: 15s and/or: 30s
Social Units - Facebook Newsfeed, Carousel Units, and Canvas Video Ads