



Visit Mendocino County

Audacy Marketing Tactics

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What We Heard:

Goal: Create Visit Mendocino County Tourism brand awareness to drive interest among A25 and drive downloads and listenership of the Room to Roam podcast.

Timing: Q2, April - July

Recommendation:

To support the Visit Mendocino County Tourism marketing needs, we recommend radio spots on KCBS, and an addressable podcast solution to reach key audiences.

Strategies:

- KCBS Radio Campaign
- Audacy Podcast Campaign

Audacy will provide real-time optimization and detailed reporting throughout each marketing campaign.

Who Are We?

One Home.
A Universe
of Content.

PODCASTS

Top podcast company

Network of **40,000+** micro-influencer podcasts

Targeted Audience Capabilities

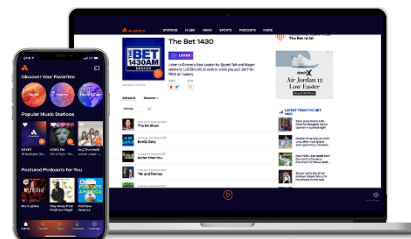
Premium Branded Podcast Production

Cadence13
An Audacy Company



PINEAPPLE STREET STUDIOS
An Audacy Company

podcorn®
An Audacy Company



#1 fastest growing audio app + site in the U.S.

App: 750+ streaming stations

Email: Prospective deployment among **225M**

Streaming TV on multiple platforms and devices

STREAMING & EMAIL

BROADCAST

#2 broadcaster in the U.S.

170M monthly listeners

230+ stations in 47 markets nationwide

90% coverage of top 50 markets

Alice
@97.3

THE NEW
Q102.1

105.3
Dave1m
Totally Random Radio

CHANNEL
Q

WORLD FAMOUS
kroq
106.7 FM

NEW YORK'S
COUNTRY
94.7

101.0
WINS
ALL NEWS. ALL THE TIME.

ALL NEWS
KCBS
RADIO

WFAN
SPORTS RADIO
101.9 FM 66 AM
NEW YORK

94 WIP
SPORTSRADIO

WBBM
NEWSRADIO
780 AM - 105.9 FM

WCBS
NEWSRADIO
880

THE
670
SCORE

SPORTS TALK
790
THE TICKET

95.7
THE GAME

Audacy



I'm
Listening
WE CAN
SURVIVE

NOT SO
SILENT
NIGHT

THE
NIGHT
BEFORE

STARS AND STRINGS

Live Podcast events

National programming

Live Concerts

EXPERIENTIAL

Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

2.4M

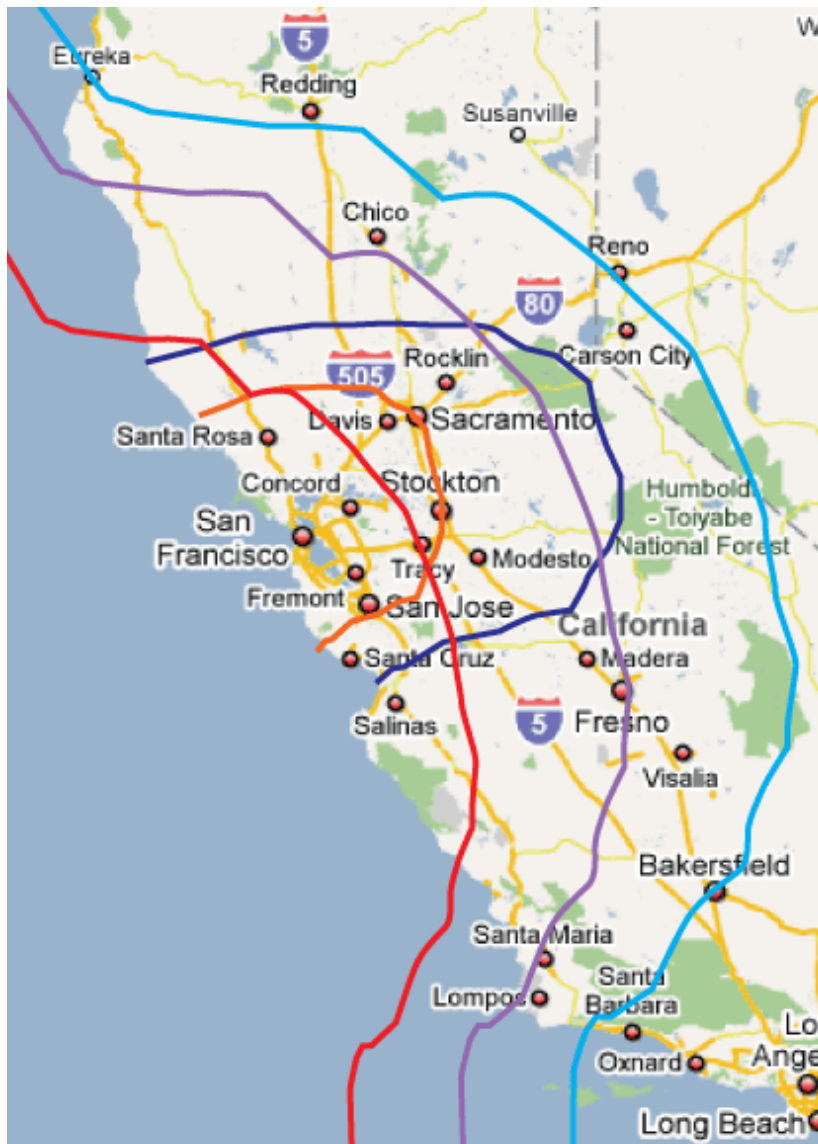
Weekly Listeners

605,900

Social Followers

55,920

Newsletter Subscribers



KCBS Reaches All Nine Bay Area Counties And Beyond!

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Solano
- Sonoma

Power: 50,000 watts

Frequency: 740 AM

Local Distant Fringe

Power: 80,000 watts

Frequency: 106.9 FM

Local Distant





Q2 2022 KCBS Schedule

Q2 2022

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total		255		\$97.90	\$24,965.00	0.4%	\$235.74	105.9	19.2%	1,075,800	5.3	5,680,600	\$4.39
KCBS-AM		255		\$97.90	\$24,965.00	0.4%	\$235.74	105.9	19.2%	1,075,800	5.3	5,680,600	\$4.39
Flight A :30s - 7 wks (04/04, 04/18, 05/02, 05/16, 05/30, 06/13, 06/27)													
		147		\$107.38	\$15,785.00	0.4%	\$259.20	60.9	17.0%	947,800	3.5	3,291,400	\$4.79
One Week Total		21		\$107.38	\$2,255.00	0.4%	\$259.20	8.7	5.1%	286,000	1.6	470,200	\$4.79
	M-F 6A-7P	5 30		\$325.00	\$1,625.00	0.5%	\$650.00	2.5	2.1%	114,700	1.2	135,000	\$12.04
	M-F 5A-10P	8 30		\$50.00	\$400.00	0.4%	\$125.00	3.2	2.6%	146,000	1.3	184,000	\$2.17
	M-Su 5A-12M	4 30		\$30.00	\$120.00	0.4%	\$75.00	1.6	1.3%	72,200	1.1	78,400	\$1.53
	Sa-Su 8A-6P	2 30		\$55.00	\$110.00	0.4%	\$137.50	0.8	0.7%	37,300	1.1	39,600	\$2.78
	M-Su 5A-5A	2 30		\$0.00	\$0.00	0.3%	\$0.00	0.6	0.6%	32,400	1.0	33,200	\$0.00
Flight B - 15s - 6 wks (04/11, 04/25, 05/09, 05/23, 06/06, 06/20)													
		108		\$85.00	\$9,180.00	0.4%	\$204.00	45.0	15.1%	842,200	2.8	2,389,200	\$3.85
One Week Total		18		\$85.00	\$1,530.00	0.4%	\$204.00	7.5	4.6%	258,200	1.5	398,200	\$3.85
	M-F 6A-8P	5 15		\$235.00	\$1,175.00	0.5%	\$470.00	2.5	2.0%	110,200	1.2	129,000	\$9.11
	M-F 5A-10P	5 15		\$33.00	\$165.00	0.4%	\$82.50	2.0	1.8%	100,100	1.1	115,000	\$1.43
	M-Su 5A-12M	6 15		\$20.00	\$120.00	0.4%	\$50.00	2.4	1.8%	103,000	1.1	117,600	\$1.02
	Sa-Su 6A-8P	2 15		\$35.00	\$70.00	0.3%	\$116.67	0.6	0.6%	34,800	1.1	36,600	\$1.91



Q2 2022 Campaign Summary

✓ **RADIO** - Visit Mendocino County receives 255x Commercial Messages on KCBS delivering 5.6 million A25+ Ad Impressions, during your campaign to promote your most important Visit Mendocino County and Podcast initiatives. Spots run every other week and schedule is designed to maximize frequency and generate interest, excitement, site traffic and visits.

✓ **\$24,965 Gross Investment Over Three Months – 4/4-7/2/2022**

Visit Mendocino County Approval

Date