

MENDOCINO

MAGIC IS REAL

Brand Launch Advertising Campaign

Outlet	Type	Time	Launch	Total Cost	Impressions	Notes	Cost Breakdown
Charles M. Schultz Sonoma County Airport	Digital	12 Months	Mid-July	\$22,500		10-sec Ad that plays every 2 minutes (12 ads at full capacity).30 times/hour. Ads sync with TVs in each section	Airport Takeover \$3,450/Month. Bundled for \$2,500/Month. 12-month contract adds additional 25% discount: \$1,875/Month
Carvertise	Car Wrap	6 Months	Mid-July	\$34,200			\$950 per car/month - 6 cars - 3 Bay Area & 3 Sacramento full wrap
KTVU Bay Area (FOX 2)	Television	3 Months	Mid-July	\$13,500			
KCRA Sacramento, Stockton, Modesto (NBC affiliate)	Television	3 Months	Mid-July	\$13,500			
Action News Now TV Chico, Redding (CBS Affiliate)	Television	3 Months	Mid-July	\$10,000		Covers Butte, Shasta, Tehama, Glenn, Trinity, and Modoc plus Siskiyou, Lassen and Plumas Counties	
USA Today Campaign	Online		August	\$6,500			
Social Media and Programmatic Advertising	Online	3 Months	Mid-July	Regular Spend			
Conde Nast Traveler Ad	Print		November & December	Comped			
			Total:	\$100,200		*Projected impressions will be delivered upon contract	

*All media kits are available for viewing per request