Mendocino County Tourism – Q2 2022 Proposal

Presented to:

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Presented by:

David Levin / Disney Ad Sales Local

Presented on:

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AGENDA

- Programming that matches Mendocino County Tourism's target audience

- Why lifestyle programming is a good fit for Mendocino County Tourism

- Mendocino County Tourism segment integration in Local-ish Bay Area

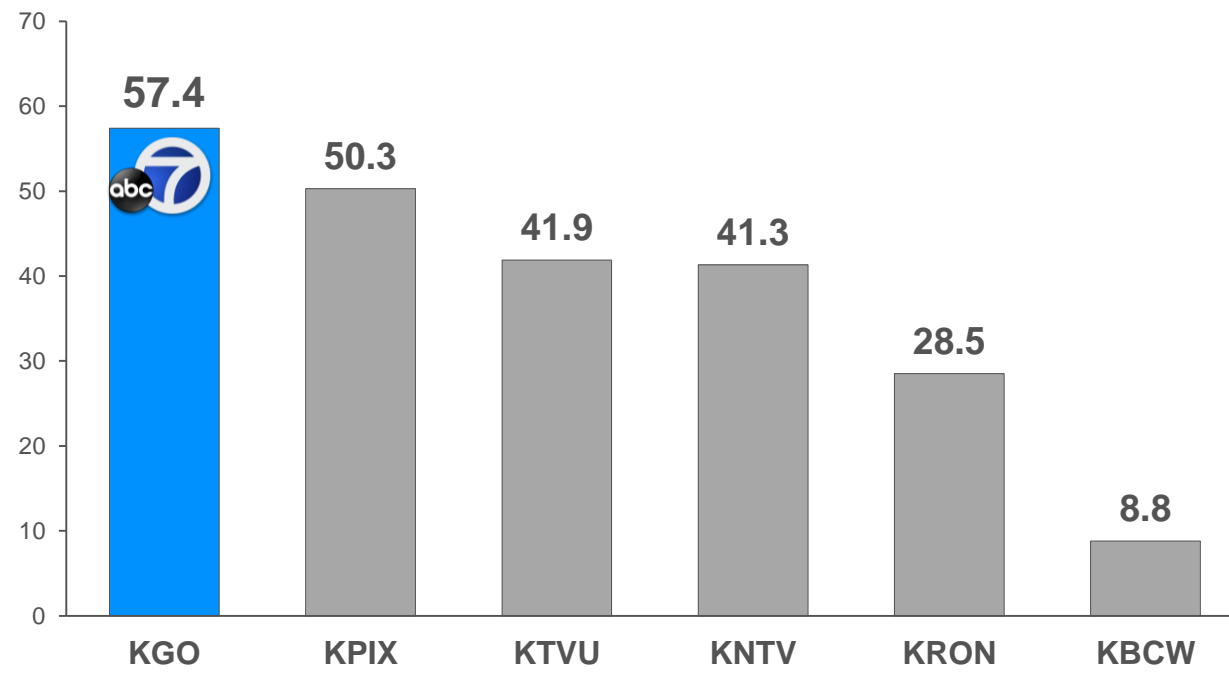- The Q2 2022 Media plan for Mendocino County Tourism!

Connect to *Visit Mendocino's* Target* San Francisco Adults with KGO

Nearly 3 in 4 San Francisco adults plan to take a vacation in the next 12 months. Visit Mendocino has the opportunity to grow its business by reaching those with a propensity to visit the North Coast.

#1 Linear/Digital Station

% Weekly Target* Reach

Watched TV Station or Used Site/Apps (past 7 days)

High Indexing Dayparts/Platforms

Compared to the average S.F. A18+ with HHI $100,000+, the following viewers/users are more likely to have visited Mendocino/North Coast:

KGO-TV (cume):	Index
Su 5-10AM	170
M-F 9AM-4PM	142
M-F 4-5PM	132
M-F 6-7PM	115
M-F 11:30PM-12:30AM	136
M-F 12:30-1AM	118
Past 7 Days:	
KGO Site/Apps	134

Lifestyle Programs* Resonate with *Visit Mendocino's* Target San Francisco Adults

Compared to the average S.F. A18+, Lifestyle Program viewers* are more likely to have visited Mendocino/North Coast and:

Adults who have taken a day trip to Mendocino/North Coast in the past 12 months are ***22% more likely*** to typically watch Lifestyle Content* than the average San Francisco A18+.

	Index
• **Have a HHI $100,000+**	**117**
• **Take the following type of vacations/ next 12 months:**	
✓ **All-inclusive resort**	**163**
✓ **Beach/Lake**	**130**
✓ **Mountain Vacation**	**123**
✓ **Family Vacation**	**122**
✓ **Adventure (hiking, diving, etc.)**	**110**
• **Be Wine Enthusiasts**	**117**

Attended/visited wine festival or Mendocino County Wine Country/past 12 months

LOCALISH BAY AREA

Overview:
- The platform is designed to promote locations, attractions, events, businesses, and all the things that make this business an integral part of the Bay Area and surrounding areas.
- Client provides input on what to cover, and segment can include interviews with Promotional Partners spokespersons/representatives.

Elements:
- **Segment Integration**
  - Your 2-5 minute segment will highlight the essence of your objectives for air on Local-ish Bay Area.
    - 2x TV airings, (Sunday @ 630p)
  - The segment will be distributed through abc7news.com
  - The integration will be highlighted via social media promotion on IG & FB. (1.8M+ Followers)
  - The segment will be provided for your use in any additional marketing opportunities.
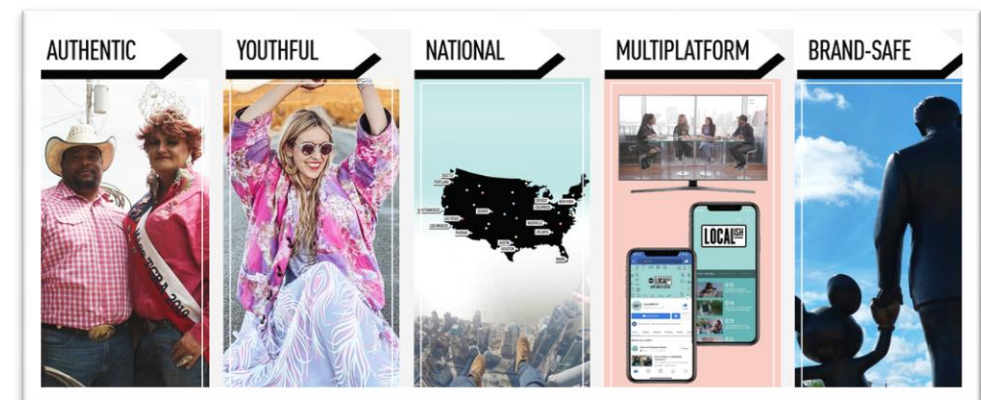
Mendocino County Tourism - Q1 2022 Media Plan

Mendocino County Tourism will receive the following media placements and integration:

KGO Television: 150 targeted 18+ impressions = 5,801,000
24x M-F/6-9a ABC7 Early Morning :15
6x M-Su/5-7p ABC7 Early News :15
6x M-F/4-5p ABC7 4P News :15
6x M-F/4-5p ABC7 4P News :30
6X Sun/5-10a ABC7 Sunday Morning :30
9x Sun/5-10a ABC7 Sunday Morning :15
60x M-F/9a-4p KGO Daytime :15
18x M-F/9a-4p KGO Daytime :30
15x M-Su/5a-12m KGO Rotation :30

ABC7News.com OTT: 230,567 A18+:15/:30 streaming impressions (targeted to SF and Sacramento DMA's)

Lifestyle Programming Integration: 1x Local-ish Bay Area segment: 2-5 minutes

Total targeted 18+ impressions: 6,031,567

Mendocino County Tourism's Q1 2022 Investment: $30,000 (gross)

Thank you!