



Mendocino County Tourism - Q1 2022 Proposal

Presented to:

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Presented by:

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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 Q1 2022 Media plan for Mendocino County Tourism!



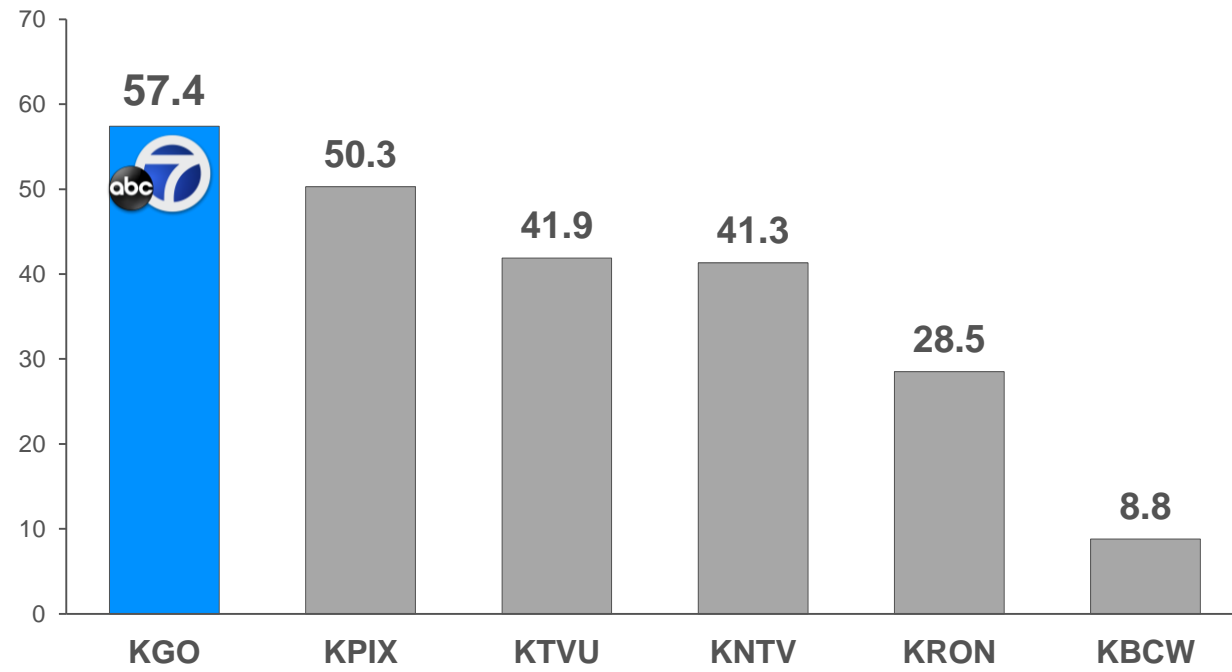
Connect to *Visit Mendocino's* Target* San Francisco Adults with KGO



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

*Adults 18+ with HHI \$100,000+ who visited Mendocino/North Coast for a day trip in the past 12 months. Source: Scarborough Research (San Francisco Report Release 1 2021)



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+.



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:

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

*Daytime talk show or food/cooking show typically watched on TV or streamed online. Source: Scarborough Research (San Francisco Report Release 1 2021)

LOCALISH BAY AREA



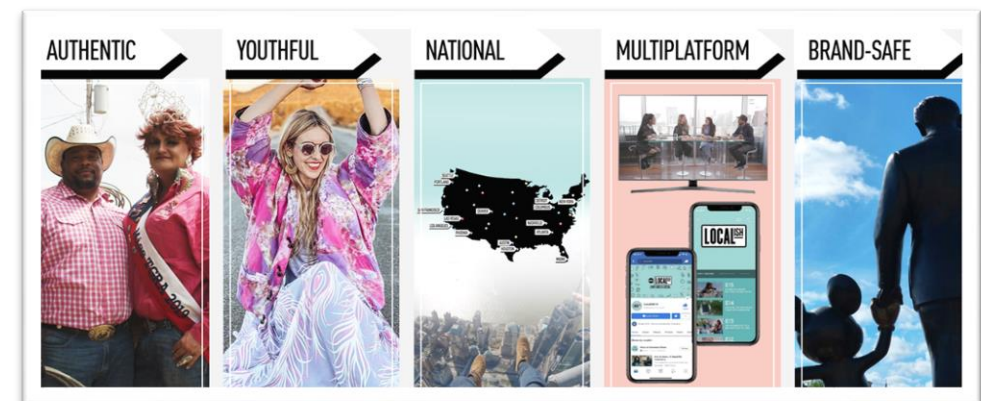
Overview:

- 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 = 5,725,500

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: 5,956,067

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



Thank you!