

Media Proposal For Visit Mendocino County

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Flight - 12/18-6/19

****This proposal does not secure space.**

Space can only be secured with a written contract.



All space is sub	Media	# of units	Size	Net Media Cost	# of weeks	4 wk imp's	Notes
Sacramento	Digital BB Network - Sacramento	16	20x60,14x48,12x25,12x40	\$35,750	26	1,038,063	Please note each unit will run for 4 weeks their will be coverage through Sacramento for 26 weeks. Locations mapped out prior to launch of Campaign
Sacramento	Digital BB Sac Permanent I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/E	1	12'x40'	\$54,990	52	1,349,060	
Sacramento	Digital BB Sac Permanent I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	1	12'x40'	\$65,000	52	1,744,368	
Sacramento	Light Rail Ultra Side	7	10x79	\$30,650	12	7,613,424	48 stations and 42.9 miles of track
Sacramento	Light Rail Ultra Side	7	10x79	\$48,650	26	7,613,424	•Unparalleled Downtown Sacramento/State Capitol coverage.
Sacramento	Light Rail Ultra Side	10	10x79	\$69,875	52	10,876,320	•Extensive Golden 1 Center coverage.
				\$170,625			•Hwy 50, Folsom, Hwy 80 and Elk Grove coverage.
							•Community Colleges, Restaurants, Business and Shopping Districts
Market	Media	# of units	Size	Net Media Cost	# of weeks	4 wk imp's	Notes
San Francisco	Permanent Billboard Bay Bridge & Toll Plaza F/E	1	20'x60'	\$136,000/ \$68,000	52/26	3,148,788	OUTFRONT ICONIC LOCATION: The biggest digital bulletin in the San Francisco Bay Area is strategically positioned at the entrance of the new Bay Bridge and targets traffic heading into San Francisco from the I-80 corridor. The Toll Plaza gridlock increases dwell times and will give your brand the opportunity to stand OUTFRONT of a captive audience.
San Francisco	US 101 Millbrae Ave. F/SE	1	14'x48'	\$117,000/\$58,500	52/26	#REF!	Located on the bustling 101 highway, this panel is sure to catch the eye of those going to both San Francisco International Airport and those commuting into San Francisco from the Peninsula. Weekday commuter as well as weekend tourist traffic will be impressed with your messaging across the bright LED lit panel. Less than three miles from SFO, your message will be seen arriving and departing from the International airport.
San Francisco	Jefferson St. & Mason St % F/E	1	15x30	\$52,000/\$26,000	52/26	1,843,00	Fisherman's Wharf is the 8th most popular US tourist attraction, #3 tourist destination in California, and 80% of all SF tourists visit the Wharf! With 14 Million visitors annually, and positioned to face multiple lanes of a one-way street, this is an awesome buy for a wide range of advertisers.
San Francisco	Ultra Network Caltrain 4th and King	14	56.3x31.7	\$15,000/\$30,000/ \$97,500/ \$195,000	4/12/26/52	3,630,176	Keep commuters actively engaged and informed as they enter and exit the station or seek information on their scheduled trains this 14 screen digital
San Francisco	Digital Platform - Montgomery or Powell	1	82"	\$10,000/\$30,000/\$65,000/\$130,000	4/12/26/52	2,174,000	Digital platform display are placed in strategically across BARTplatform and the sight line of commuters

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