

Mendocino Tourism 2019/2020 9/9/2019 - 6/30/2020

PAID MEDIA CHANNELS	September	October	November	December	January	February	March	April	May	June	Total
Programmatic (AXM)	\$12,856.84	\$11,386.93	\$10,000.00	\$10,000.01	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$104,244.08
Programmatic (AXM)	\$12,857.14	\$11,386.93	\$10,000.00	\$10,000.01	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$104,244.08
Social	\$23,570.24	\$20,839.70	\$20,000.00	\$12,489.65	\$12,500.00	\$12,500.00	\$12,500.00	\$12,000.00	\$12,000.00	\$12,000.00	\$150,399.59
Facebook/Instagram	\$13,011.65	\$10,928.23	\$10,000.00	\$12,489.65	\$12,500.00	\$12,500.00	\$12,500.00	\$12,000.00	\$12,000.00	\$12,000.00	\$119,929.53
YouTube	\$10,558.59	\$9,911.47	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30,470.06
Brand Study	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00
Ad Serving	\$300.56	\$346.96	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,647.52
Double Verify	\$98.39	\$47.29	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,345.68
MMWW Commission	\$5,994.56	\$3,747.17	\$3,644.12	\$2,318.76	\$2,320.59	\$2,320.59	\$2,320.59	\$2,232.35	\$2,232.35	\$2,232.35	\$29,363.43
TOTAL GROSS PLANNED	\$52,850.99	\$38,388.08	\$34,294.12	\$25,458.42	\$25,470.59	\$25,470.59	\$25,470.59	\$24,882.35	\$24,882.35	\$24,882.35	\$300,000.00
											Budget Difference
											\$0.00

History

- 10/22 - Shifted \$1K from Oct FB to YT
- 11/12 - Shifted \$1,470.52 from AXM Oct to November due to pause
- 11/12 - Shifted \$972.99 from FB Oct to November due to pause
- 11/12 - Shifted \$1658.51 from YT Oct to November due to pause
- 11/12 - Shifted \$9.63 in Oct Ad Serving underspend to November
- 11/14 - Shifted \$298.61 in Oct DV underspend to Ad Serving November
- 11/16 - Pulled ~\$35K in spend from AXM/FB/YT Nov - Mar budgets to afford budget on FB in April - June
- 11/21 - Cut December - March budget, Shifted \$10K/month into AXM Apr-June with support for Ad Serving/DV fees and inserted remaining budget into FB Dec - June