

2010 Count to 10 Census Media Buy Campaign Revised 3/05/09

Idea One

\$176,425 on General Media
\$121,250 on Spanish-language Media
\$29,820 on Minority Media
\$327,495 Total

Idea Two

\$275,745 on General Media
\$121,250 on Spanish-language Media
\$29,820 on Minority Media
\$426,815 Total

- These ideas call for mainstay presence on radio for five weeks.
- Every radio station participating will feature Census on their Web site at no cost.
- The largest size of the budget covers the entire Valley with different programming – using literally every station. For efficiency, the spots are :30 second announcements.
- The next biggest component is Cable television. Sixty-five percent of the Valley is cabled and we cover:
 - *West Valley:* Glendale, Litchfield Park, El Mirage, Youngtown, Peoria, Sun City and Surprise
 - *East Valley:* Apache Junction, Gilbert, Mesa, Queen Creek and Carefree
 - *Phoenix*
 - *Southwest Valley:* Buckeye, Avondale, Cashion, Goodyear, Laveen and Tolleson
 - *Southeast Valley:* Chandler and Tempe
 - *Scottsdale:* Scottsdale, Fountain Hills and Paradise Valley
 - All told, the campaign covers the market with about 2,000 spots.

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Idea One
\$327,495: Budget Recap

Weeks: March 8, 15, 22, 29 and April 5, 2010

<u>Medium</u>	<u>#Spots</u>	<u>One Week Total</u>
Radio (Including Spanish stations)	335	\$35,900
Cable (Including Spanish stations)	54	\$14,335
Print (Spanish and Minority media)	40	\$15,264
All Mediums		
One Week Total	949	\$65,499
Five Week Total	4,745	\$327,495

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Idea One Radio Buys Valleywide

General Media stations

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

		Weekly Spots	One-Week Total
KEZ-FM	Adult Contemporary	15	\$2,100
KFYI-AM	News/Talk	20	\$2,800
KGME-AM	Sports	10	\$1,400
KMXP-FM	Adult Contemporary	15	\$2,100
KNIX-FM	Country	15	\$2,100
KOY-AM	Adult Standards	10	\$1,400
KYOT-FM	Jazz	15	\$2,100
KISS-FM	Contemporary	15	\$2,100
KTAR-FM	News/Talk	20	\$4,000
KOOL-FM	Oldies	20	\$2,000
KPKX-FM	Variety Hits	10	\$2,000
KDKB-FM	Album Rock	15	\$1,500
KMLE-FM	Country	15	\$1,500
KSLX-FM	Classic Rock	20	\$1,500
KAZG-AM	Oldies	20	N/C
One Week Total		235	\$28,600

Spanish-language stations

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

		Weekly Spots	Total
KQMR/KOMR FM	Adult EZ Listening	20	\$2,000
KLNZ FM	Regional	20	\$2,000
KNAI FM	Regional	20	\$1,800
KVVA FM (Jose)	Adult Contemporary	20	\$1,000
KIDR AM	News/Talk	20	\$500
One Week Total		100	\$7,300

ALL RADIO BUYS

One-week total	335	\$35,900
Five-week total	1,675	\$179,500

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Idea One Television Buys Valleywide

General Media stations

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

Cable	Weekly Spots	Weekly Total
Discovery	3	\$585
ABC Family	4	\$540
CMT	10	\$450
TBS	4	\$780
Lifetime	6	\$1,260
Fox News	3	\$900
FX	7	\$990
MTV	6	\$900
Food Network	4	\$280
One Week Total	47	\$6,685

Spanish-language stations

:30 second announcements – Weeks March 8, 15 22, 29 and April 5

	Weekly Spots	Weekly Total
Univision Channel 33		
6-9 AM – Despierta	1	\$675
10-11 AM – Familia	1	\$675
10-10:30 PM – News	1	\$3,000
One Week Total	3	\$4,350
Telemundo Channel 39		
7-10 AM – Arizona Al Dia	2	\$800
5-6 PM – News	2	\$2,500
One Week Total	4	\$3,300

ALL TELEVISION BUYS

One-week total	54	\$14,335
Five-week total	270	\$71,675

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Idea One Print Buys Valleywide

Spanish-language publications – Valleywide
¼ page ads – Weeks March 8, 15, 22, 29 and April 5

	Placements	Total
Prensa Hispana	3	\$3,000
	2	N/C
La Voz	3	\$3,000
	2	N/C
TV y Mas	3	\$1,200
	2	N/C
Teleguia	3	\$1,200
	2	N/C
Teleritmo	3	\$900
	2	N/C
One Week Total	5	\$9,300

Minority Publications – Valleywide

Arizona Informant	3	\$2,664
	2	N/C
Asian American Times	3 (half page)	\$1,500
	2	N/C
Arizona Native Scene	3 (half page)	1,800
	2	N/C
One Week Total	3	\$5,964

ALL PRINT BUYS

One Week Total	\$15,264
Five Week Total	\$76,320

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Idea Two

\$440,815: Budget Recap

Medium	#Spots	One Week Total
Radio (Including Spanish stations)	335	\$35,900
Cable	47	\$6,685
Univision/Telemundo	7	\$7,650
All local networks	128	Varies
KSAZ TV Fox 10	15	\$5,600
KTVK TV Channel 3	33	\$4,350
KPHO TV Channel 5	16	\$4,915
KNXV TV Channel 15	24	\$3,820
KPNX TV Channel 12	40	\$6,200
FIVE WEEK LOCAL NETWORK TOTAL		\$78,320
Print (Including Spanish, Minority publications)	83	\$22,264
ALL MEDIA BUYS		
Five Week Total	2,488	\$440,815

*The weekly total varies for Local Networks because not all stations will run ads each week.

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Idea Two
Details: Five-week by Medium

Week of March 8

Medium	#Spots/Insertions	Weekly Cost
Radio (Including Spanish stations)	335	-\$35,900
Cable (Including Spanish TV stations)	54	-\$14,335
KPNX TV	8	\$6,200
KSAZ TV	5	\$5,600
KTVK TV	11	\$4,350

Week of March 15

Medium	#Spots/Insertions	Weekly Cost
Radio (Including Spanish stations)	335	\$35,900
Cable (Including Spanish stations)	54	\$14,335
KPNX TV	8	\$6,200
KPHO TV	8	\$4,915
KNXV TV	12	\$3,820

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Idea Two
Details by Medium/Week (continued)

Week of March 22 and 29

<u>Medium</u>	<u>#Spots/Insertions</u>	<u>Weekly Cost</u>
Radio (Including Spanish stations)	335	\$35,900
Cable (Including Spanish stations)	54	\$14,335
Newspaper (Including Spanish and Minority media)	46	\$22,264
KPNX TV	8	\$6,200
KSAZ TV	5	\$5,600
KTVK TV	11	\$4,350

Week of April 5

<u>Medium</u>	<u>#Spots/Insertions</u>	<u>Weekly Cost</u>
Radio (Including Spanish stations)	335	\$35,900
Cable (Including Spanish stations)	54	\$14,335
Newspaper (Including Spanish and Minority media)	46	\$22,264
KPNX TV	8	\$6,200
KPHO TV	8	\$4,915
KNXV TV	12	\$3,820

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Idea Two Radio Buys Valleywide

General Media Radio - Valleywide

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

		Weekly Spots	One-Week Total
KEZ-FM	Adult Contemporary	15	\$2,100
KFYI-AM	News/Talk	20	\$2,800
KGME-AM	Sports	10	\$1,400
KMXP-FM	Adult Contemporary	15	\$2,100
KNIX-FM	Country	15	\$2,100
KOY-AM	Adult Standards	10	\$1,400
KYOT-FM	Jazz	15	\$2,100
KISS-FM	Contemporary	15	\$2,100
KTAR-FM	News/Talk	20	\$4,000
KOOL-FM	Oldies	20	\$2,000
KPKX-FM	Variety Hits	10	\$2,000
KDKB-FM	Album Rock	15	\$1,500
KMLE-FM	Country	15	\$1,500
KSLX-FM	Classic Rock	20	\$1,500
KAZG-AM	Oldies	20	N/C
One Week Total		235 spots	\$28,600

Spanish Radio – Valleywide

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

		Weekly Spots	Total
KQMR/KOMR FM	Adult EZ Listening	20	\$2,000
KLNZ FM	Regional	20	\$2,000
KNAI FM	Regional	20	\$1,800
KVVA FM (Jose)	Adult Contemporary	20	\$1,000
KIDR AM	News/Talk	20	\$500
One Week Total		100	\$7,300

ALL RADIO BUYS

One Week Total	335	\$35,900
Five Week Total	1,675	\$179,500

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Idea Two Television Buys Valleywide

General Media Television :30 second announcements

Cable	Weekly Spots	Weekly Total
Discovery	3	\$585
ABC Family	4	\$540
CMT	10	\$450
TBS	4	\$780
Lifetime	6	\$1,260
Fox News	3	\$900
FX	7	\$990
MTV	6	\$900
Food Network	4	\$280
One Week Total	47	\$6,685
KSAZ TV Fox 10		
6-7 AM – AZ Morning	2	\$1,000
7-9 PM – Primetime	1	\$2,000
9-10 PM – News	2	\$2,600
One Week Total	5	\$5,600
KTVK TV Channel 3		
6-7 AM – Good Morning AZ	1	\$1,000
9 AM – 2 PM – Daytime	2	\$300
5-5:30 PM – News	1	\$1,200
7-10 PM – Primetime	1	\$800
10 AM – 5 PM – Rotation	5	\$750
10-11 PM – Two and ½ Men	1	\$300
One Week Total	11 spots	\$4,350
KPHO TV Channel 5		
7-8 AM – CBS Early Show	1	\$175
9 AM – Noon – Soaps/Games	2	\$800
7-10 PM – Primetime	1	\$1,800
10-10:30 PM – News	2	\$2,000
12 Midnight-1:10 AM – Movie	2	\$140
One Week Total	8 spots	\$4,915

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Idea Two
Television Buys Valleywide (continued)

KNXV TV Channel 15

6-7 AM – News	2	\$420
7 AM – 4 PM – Daytime	2	\$400
5-5:30 AM – News	1	\$575
6-6:30 PM – News	1	\$675
10-10:30 PM – News	1	\$875
10:30 PM-Midnight – Kimmel	3	\$300
10-10:30 PM – Saturday News	1	\$500
10:35-11:35 PM – Lost (Sat.)	1	\$75

One Week Total 12 spots \$3,820

KPNX TV Channel 12

7-9 AM – Today Show	2	\$1,000
9 AM – 4 PM – Daytime	2	\$500
6-6:30 PM – News	1	\$900
7-10 PM – Primetime	1	\$1,500
10-10:30 PM – News	1	\$1,500
10:30 PM – Midnight – Tonight Show	1	\$800

One Week Total 8 spots \$6,200

Spanish-language Television

:30 second announcements – Weeks March 8, 15 22, 29 and April 5

	Weekly Spots	Weekly Total
Univision Channel 33		
6-9 AM – Despierta	1	\$675
10-11 AM – Familia	1	\$675
10-10:30 PM – News	1	\$3,000
One Week Total	3	\$4,350
Five Week Total	15	\$21,750

Telemundo Channel 39

7-10 AM – Arizona Al Dia	2	\$800
5-6 PM – News	2	\$2,500

One Week Total 4 \$3,300
Five Week Total 20 \$16,500

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Idea Two Print Buys Valleywide

Arizona Republic Community Newspaper

3 times per week in each zone – ¼ page ("4.938 x "4.954)

Phoenix	12 (4 zones)	\$1,700
Scottsdale	6 (2 zones)	\$1,300
Chandler	1	\$400
Tempe	1	\$400
Mesa	6 (2 zones)	\$800
Peoria	1	\$400
Glendale	6 (2 zones)	\$800
Gilbert	1	\$400
Avondale	1	\$400
Ahwatukee	1	\$400
One Week Total:	36 ads	\$7,000

Spanish-language publications – Valleywide

¼ page ads – Weeks March 8, 15, 22, 29 and April 5

	Placements	Total
Prensa Hispana	3	\$3,000
	3	N/C
La Voz	3	\$3,000
	3	N/C
TV y Mas	3	\$1,200
	2	N/C
Teleguia	3	\$1,200
	3	N/C
Teleritmo	3	\$900
	3	N/C
One Week Total	29	\$9,300

Minority publications

Arizona Informant	3	\$2,664
	3	N/C
Asian American Times	3 (half page)	\$1,500
	3	N/C
Arizona Native Scene	3 (half page)	1,800
	3	N/C
One Week Total	18	\$5,964

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Spanish Language Media Buys

Television – Valleywide

:30 second announcements – Weeks March 8, 15 22, 29 and April 5

Univision Channel 33	Weekly Spots	Weekly Total
6-9 AM – Despierta	1	\$675
10-11 AM – Familia	1	\$675
10-10:30 PM – News	1	\$3,000
One Week Total	3	\$4,350
Five Week Total	15	\$21,750

Telemundo Channel 39

7-10 AM – Arizona Al Dia

5-6 PM – News

One Week Total	4	\$3,300
Five Week Total	20	\$16,500

Radio – Valleywide

:30 second announcements – Weeks March 8, 15, 22, 29 and April 5

		Weekly Spots	Total
KQMR/KOMR FM	Adult EZ Listening	20	\$2,000
KLNZ FM	Regional	20	\$2,000
KNAI FM	Regional	20	\$1,800
KVVA FM (Jose)	Adult Contemporary	20	\$1,000
KIDR AM	News/Talk	20	\$500
One Week Total		100	\$7,300
Five Week Total		500	\$36,500

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Spanish Language Media Buys (continued)

Publications – Valleywide

¼ page ads – Weeks March 8, 15, 22, 29 and April 5

	Placements	Total
Prensa Hispana	3	\$3,000
	4	N/C
La Voz	3	\$3,000
	4	N/C
TV y Mas	3	\$1,200
	2	N/C
Teleguia	3	\$1,200
	4	N/C
Teleritmo	3	\$900
	4	N/C
One Week Total	5	\$9,300
Five Week Total	25	\$46,500

Minority Media Buys

Publications – Valleywide

Arizona Informant	3	\$2,664
	4	N/C
Asian American Times	3 (half page)	\$1,500
	4	N/C
Arizona Native Scene	3 (half page)	1,800
	4	N/C
One Week Total	3	\$5,964
Five Week Total	15	\$29,820

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