



Count to 10 Census Outreach Group
Aug. 13, 2009

Media Campaign Adopted

- MAG Management Committee
 - March 11
- MAG Regional Council
 - March 25



Campaign funding

- \$426,815 regional media campaign
- Valley cities contributing
- Half of the funds from FHA



2010 Census Budget – General Media

<u>RADIO</u>		1635	\$122,550
(:30)	Bonus	1193	N/C
<u>TELEVISION</u>		219	\$ 92,075
(:30)	Bonus	63	N/C
<u>CABLE</u>		172	\$ 25,000
(:30)	Bonus	221	N/C
NEWSPAPER		135	\$ 15,385
(1/4 page)	(15 zones – 3 ads each weekly)		

5-WEEK TOTAL \$255,010

RADIO

Clear Channel Radio

	# Wkly Spots	Wkly Cost	5-Week Cost
KESZ-FM	28	\$2,510	\$12,550
KFYI-AM	35	\$2,510	\$12,550
KMXP-FM	28	\$2,435	\$12,175
KYOT-FM	25	\$1,700	\$ 8,500
KISS-FM	22	\$1,930	\$ 9,650
KNIX-FM	28	\$1,595	\$ 7,975
KGME-AM	10	No charge	N/C
KOY-AM	<u>10</u>	<u>No charge</u>	N/C
One Week Total:	86	\$12,680	

5-Week Total: 930 Spots = \$63,400

Bonus Ad Spots

Clear Channel

In addition Census will receive 50% in bonus spots or 93 - :30s per week totaling 453 more :30s 5 AM-10PM Monday thru Sunday.

FREE

FREE

FREE

FREE

FREE

ADDITIONAL PROMOTIONAL VALUE CLEAR CHANNEL STATIONS

1. Did you know Vignettes

Disc jockeys of 6 stations to record 10 X :15 weekly trivia question re: Census – “did you know”

M-Sunday – 5AM-10PM on all 6 stations

60 Vignettes per week = \$10,500

Total: 5-Weeks: 300 Vignettes - **\$52,500 VALUE**

2. Public Service Spots

One week in March. 35X per week
M-Sunday on each of 8 stations.

Total: 280 spots = **\$21,000 VALUE**

3. Valley View Show

One interview taped and played on
KYOT, KOY, KNIX, KEZ

15 minute program on Sundays = **\$4,000 VALUE**

4. Web

Census 2010 logo, information, link to website on the Community Calendar of all 8 websites for 9 weeks – March and April 2010

Total: **\$3,500 VALUE**

5. Web Ads

Logo and hyperlink with tag on all web banner ad inventory on all 8 station websites during March/April

Total: **\$14,400 VALUE**

6. Bonus

:15 tags to further promote Census,
M-Sunday 12M-12M during March
– as many as available.

7. “Streaming”

on all 8 stations (5 weeks)
20 per week on each – 160 weekly
or 800 total

8. KNIX

Would create on-air chatter about AM Show hosts' understanding of the Census (based on client's input/approval).

Minimum value = **\$2,000**

Will host a "Come to your Census" party at a location TBD. Promoted on-air, online and via email blast. Minimum value = **\$3,500**

9. MIX 96.9

A series of Mix Morning Updates. Open and close, :05-second billboard adjacent to news updates, Mon-Fri. 5Am-10AM.

Will provide a minimum of 4 Census updates per flight per week or 20 total.

10. KEZ

Marty Manning live onsite at State Capitol twice during March, short interviews with local Census 2010 representative. Van stop and live call-ins would air M-F 6:30AM-8:30AM based on availability. Minimum value = **\$7,000**

Yesterday & Today Cafe/Commercial-Free Drive Home Sponsorship – Census 2010 will be weekly sponsor for 2 weeks of March campaign, receiving 10 x :03 name mentions during the MD and PM drive features (20 total).

11. 104.7 KISSfm

2 weeks of sponsorship of GBG (The Good, the Bad & The Gossip) the weeks of March 8 and March 15. Each week includes one mention per day 7P-8P M-F. Total 5 mentions per week, 10 total.

12. KYOT 95.5

Smooth News with Melissa Sharp, :60 informational feature on Smooth Jazz artists and Smooth Jazz lifestyle. Airs around 7:45 AM M-F. Census will receive 5 x :03 mentions per week for 5 weeks of sponsorship during March 2010 flight, 25 total.

13. KFYI-550

Census featured as sponsor of KFYI News

1 x per week for every 5 prime spots ...

“brought to you by” adjacent to news updates,
M-F, 5AM-10AM.

Plus additional :30 spot M-Sunday, 6Am -12M
for every 10.

CBS RADIO

	# Spots Wk	Weekly Cost	5-Week Cost
KOOL-FM	33	\$2,015	\$10,075
KMLE-FM	20	\$1,800	\$ 9,000
One Week Total	53	\$3,815	

5-Week Total: 265 Spots = \$19,075

Bonus Ad Spots

CBS

In addition each station will schedule 100%
bonus spots 12M-12M Monday thru
Sunday all 5 weeks for 265 :30s.

FREE

FREE

FREE

FREE

FREE

ADDITIONAL PROMOTIONAL VALUE

CBS STATIONS

KOOL-FM

1. KOOL Morning Crew (Tom Peake, Maria Knight, Steve Goddard) will enhance “Every One Counts.”
2. For 5 weeks – Total 175 x “Happenings” (1st in :60 block)
3. For 5 weeks – Total 25 x live sponsor mentions during playing of the “12 Noon National Anthem” - open and close “brought to you by ...”
4. Sunday interview with Vicky Carmona
5. Homepage station placement of “2010 Maricopa County Census Countdown Clock” with logo and hyperlink
6. 1 email blast to 20,000 on KOOLradio.com list
7. Streaming for 5 weeks

ADDITIONAL PROMOTIONAL VALUE

CBS STATIONS

KMLE-FM

1. Tim & Willy will enhance “Every One Counts.”
2. For 5 weeks – Total 175 x “Happenings”
(1st in :60 block)
3. For 5 weeks – Total 25 x live sponsor mentions during playing of the “Double Hump” open and close “brought to you by ...”
4. Homepage station placement of “2010 Maricopa County Census Countdown Clock” with logo and hyperlink
5. 1 email blast to 45,000 on KMLENation.com list
6. Streaming for 5 weeks

BONNEVILLE

	# Spots Wk	Weekly Cost	5-Week Cost
KTAR-FM	25	\$3,175	\$15,875
KPKX-FM	18	\$1,875	\$ 9,375
One Week Total	43	\$5,050	

5-Week Total: 215 Spots = \$25,250

Bonus Ad Spots

Bonneville

1. In addition KTAR will bonus 7 - :30 per week 5 AM – 12M Monday-Sunday and 18 - :30 – 12M – 12M or 25 matching # weekly or 125 - :30 total.
2. KPKX will bonus 5 - :30 per week or 25 total Monday – Sunday, 12M – 12M and 5 - :10.

FREE

\$6,000 Value

FREE

ADDITIONAL PROMOTIONAL VALUE

BONNEVILLE STATIONS

1. **Money News Report Sponsorship with Adjacent Commercial on KTAR-FM**

M-F AM & PM Drive 2 X Billboard Sponsorships per week

5 – week total: 10 - :05 Billboards

M-F AM & PM Drive 2 X :10 Sponsorships per week

5 – week total: 10 - :10 Billboards

2. **Streaming Commercials on KTAR.com**

M-Su 6AM-12M 10X:30 per week

5 – week total: 50 - :30

3. **Rewards Featured Link on KTAR.com**

24/7 for length of campaign

Listeners register to earn points for tickets, concerts, etc.
Answer trivia questions.

ADDITIONAL PROMOTIONAL VALUE

BONNEVILLE STATIONS

- 1. “News to Peak Your Interest” Sponsorship on KPKX**
M-F AM (6:30,7:30,8:30) – 5 x Billboard Sponsorships per week; 2 weeks total: 10 - :05 Billboards
- 2. Streaming Commercials on 98.7thepeak.com**
M-Su 6AM-12AM 10 x :30 per week
4 weeks total: 40 - :30
- 3. Rewards Featured Link on 98.7thepeak.com**
24/7 for length of campaign
Listeners register to earn points for tickets, concerts, etc.
Answer trivia questions.

SANDUSKY

	# Spots Wk	Weekly Cost	5-Week Cost
KDKB-FM	23	\$1,485	\$7,425
KSLX-FM	22	\$1,480	\$ 7,400
One Week Total	45	\$2,965	

5-Week Total: 225 Spots = \$14,825

Bonus Ad Spots

Sandusky

In addition both KDKB and KSLX will give matching :30 spots all five weeks –

Monday – Sunday, 5:30 AM – 12M

45 per week or 225 - :30 total.

FREE

FREE

FREE

FREE

FREE

ADDITIONAL PROMOTIONAL VALUE SANDUSKY STATIONS

On-Site Remotes

During 5 remotes per month
(March/April/May) KDKB will give away
12-15 T-shirts with Census message.

Over 3 months up to 225 shirts given away.

Up to 150 promos.

TELEVISION

KPNX-TV, CH.12, NBC

1 – 7-9AM	In: Today Show		\$425
1 – 7-9AM	In: Today Show (Sat)		\$175
1 – 10-11AM	In: Regis & Kelly		\$225
1 – 3-4PM	In: Ellen		\$300
1 – 4-4:30PM	In: Millionaire		\$225
1 – 4:30-5PM	In: News		\$300
1 – 5:6:30PM	In: News		\$400
1 – 7-10PM	In: Prime M-F		\$1,800
2 – 10-10:30PM	In: News	2@\$900	\$1,800
1 – 10:30-11:30PM	In: Tonight Show		\$450

ONE WEEK TOTAL: 11 SPOTS = \$6,100

FIVE WEEK TOTAL: 55 SPOTS = \$30,500

KPNX-TV- ADDED VALUE

1. Bonus – 5 - :30 per week

Monday – Sunday, 6AM-5AM (25 total)

2. Arizona Midday Segment – 1-2PM

Two 2-3 Minute Segments

Live-In Studio, preplanning with Show Producer

Value: \$4,000

3. Bonus schedule on KPNX Weather Plus – logo

80 x Value: \$4,000

KSAZ-TV, FOX 10

1 – 6-9AM	In: AZ Morning		\$425
1 – 4-5PM	In: Judge Judy		\$450
1 – 7-9PM	In: Prime Fox		\$1,500
2 – 9-10PM	In: News	2 @\$900	\$1,800
1 – 10-10:30PM	In: News		\$600
1 – 10:30-11PM	In: The Office		\$500
1 – 1-4PM	In: Divorce Court /Judge Alex/Joe		\$200

ONE WEEK TOTAL: 8 SPOTS = \$5,475

THREE WEEK TOTAL: 24 SPOTS = \$16,425

KSAZ-TV – ADDED VALUE

Logo with wording “brought to you by...” with each newscast
or 3 weekly ...9 total, Value: \$1,800

KNXV-TV, CH15, ABC-TV

2 – 7-9AM	In: Good Morning America	2 @\$250	\$500
1 – 8-9AM	In: ABC This Week (Sun.)		\$150
2 – 12-3PM	In: Soaps	2 @\$300	\$600
1 – 5-5:30PM	In: News		\$350
2 – 6-6:30PM	In: News	2 @\$400	\$800
1 – 10-10:30PM	In: News		\$700
2 – 10:30PM - Mid	In: Jimmy Kimmel	2 @\$100	\$200
1 – 10-10:30PM	In: News-Sunday		\$800

ONE WEEK TOTAL: 12 SPOTS = \$4,100

FOUR WEEK TOTAL: 48 SPOTS = \$16,400

KNXV-TV – ADDED VALUE

1. 5 - :30 spots per week – M-Sunday, 5AM-2AM (20 total)
2. 1 - :05 Billboards in Newscasts; 4 per week or 16 total
3. 3-4 minute segment in “Sonoran Living Live” – 9-10AM
Monday – Friday

and/or

4. Tagging :30 spots for Women’s National History - March
5. 10 - :30 spots – M-Sunday, 5AM – 2AM on go AZ-Travel
Channel.

Broadcast over the air on digital channel 15.2 and
Cox Ch. 95.

Airport, bus, light rail info, etc. – real time ADOT traffic info
to get travelers around faster, safer.

KPHO-TV, CH.5, CBS

2 – 7-8AM	In: The Early Show	2@\$100	\$200
2 – 9AM-3PM	In: Daytime	2@\$200	\$400
2 – 5-5:30PM	In: News	2@\$250	\$500
1 – 6-6:30PM	In: News		\$350
1 – 7-10PM	In: Prime-Sunday		\$1,500
2 – 10-10:30PM	In: News	2@\$700	\$1,400
1 – 10:30PM-Conc.	In: Letterman		\$300
1 – 10:35-11:35PM	In: Boston Legal-Sun		\$100

ONE WEEK TOTAL: 12 SPOTS = \$4,750

THREE WEEK TOTAL: 36 SPOTS = \$14,250

KPHO-TV – Added Value

1. Bonus – 6 - :30 spots 9AM-Mid. But watching over sked – 5PM-10PM preferred (18 - :30 total)
2. Rotating ads on all 3 Ch. 5 websites scheduled weeks, within out scheduled weeks, KPHO.com
 - 300 x 250 display
 - 728 x 90 Leaderboard
 - 160 x 600 Skyscraper
 - 100,000 minimum impressions monthly
3. Plus... if they are able to produce :15 Census could receive more spots because :15 are more readily available.

KTVK-TV, CH. 3, Independent

2 – 6-7AM	\$600
3 – 12-3PM	\$375
1 – 3-4PM	\$400
2 – 4:30-5PM	\$600
1 – 5-5:30PM	\$400
1 – 6-6:30PM	\$400
1 – 7-8PM	\$600
1 – 10-10:30PM	\$250
1 – 10-11PM	\$300

ONE WEEK TOTAL: 14 SPOTS = \$3,625

FOUR WEEK TOTAL: 56 SPOTS = \$14,500

KTVK-TV **ADDED VALUE**

1. Will produce :10 spot as well as :30-more availability to be scheduled.
2. :30 PSA to run in rotation with other Community Services.
3. Spokesperson from Census to appear 2-4 minutes on “Your Life A to Z”. Taped with host Lisa Haffner. Play either 9-10AM M-F or Saturday – 10-1AM. Rerun – 2AM-3AM.

CABLE

COX MEDIA

A&E	15
CMT (Country)	25
CNN	40
Fox News	45
HGTV House Hunters	10
TNT	17
AZ News Channel	20

5-Week Total – 172 Spots = \$25,000

ESPN – 36; MSNBC - 35

COX MEDIA – **ADDED VALUE**

1. Shared voice message/commercial with Cox and Maricopa Census Bureau
2. Bonus – 150 - :30 across the Networks
3. Additional :30 whenever PSAs open up (probably 100 - :30)
4. Sponsorship of CNN News Network billboard which included 200 - :10 tied into Network promotion. Full run of schedule.

NEWSPAPER

\$315/wk —	Zone 3	(Central Phoenix)
\$252/wk —	Zone 21	(North Phoenix)
\$252/wk —	Zone 7	(Northeast Phoenix)
\$393.75/wk —	Zone 8	(North Scottsdale)
\$393.75/wk —	Zone 9	(S.Scottsdale)
\$252/wk —	Zone 6	(Chandler)
\$252/wk —	Zone 10	(Tempe)
\$252/wk —	Zone 11	(West Mesa)
\$252/wk —	Zone 15	(East Mesa)
\$252/wk —	Zone 2	(Peoria)
\$252/wk —	Zone 18	(South Glendale)
\$252/wk —	Zone 19	(North Glendale)
\$252/wk —	Zone 12	(Gilbert)
\$252/wk —	Zone 5	(Avondale)
\$252/wk —	Zone 14	(Ahwatukee)

Zone 4 (S. Phoenix)
is no longer
published

Rates include the
25% multiple zone
discount

Total cost for 3 wks
¼ page, 3 times a
week in each zone
would be
approximately
\$15,385

Phoenix Progressive Radio

- Six shows on 1480AM
- \$425 Value Each x 8 = \$3,400
- Sunday mornings at 10 am