

2010 Census Community Media Buy

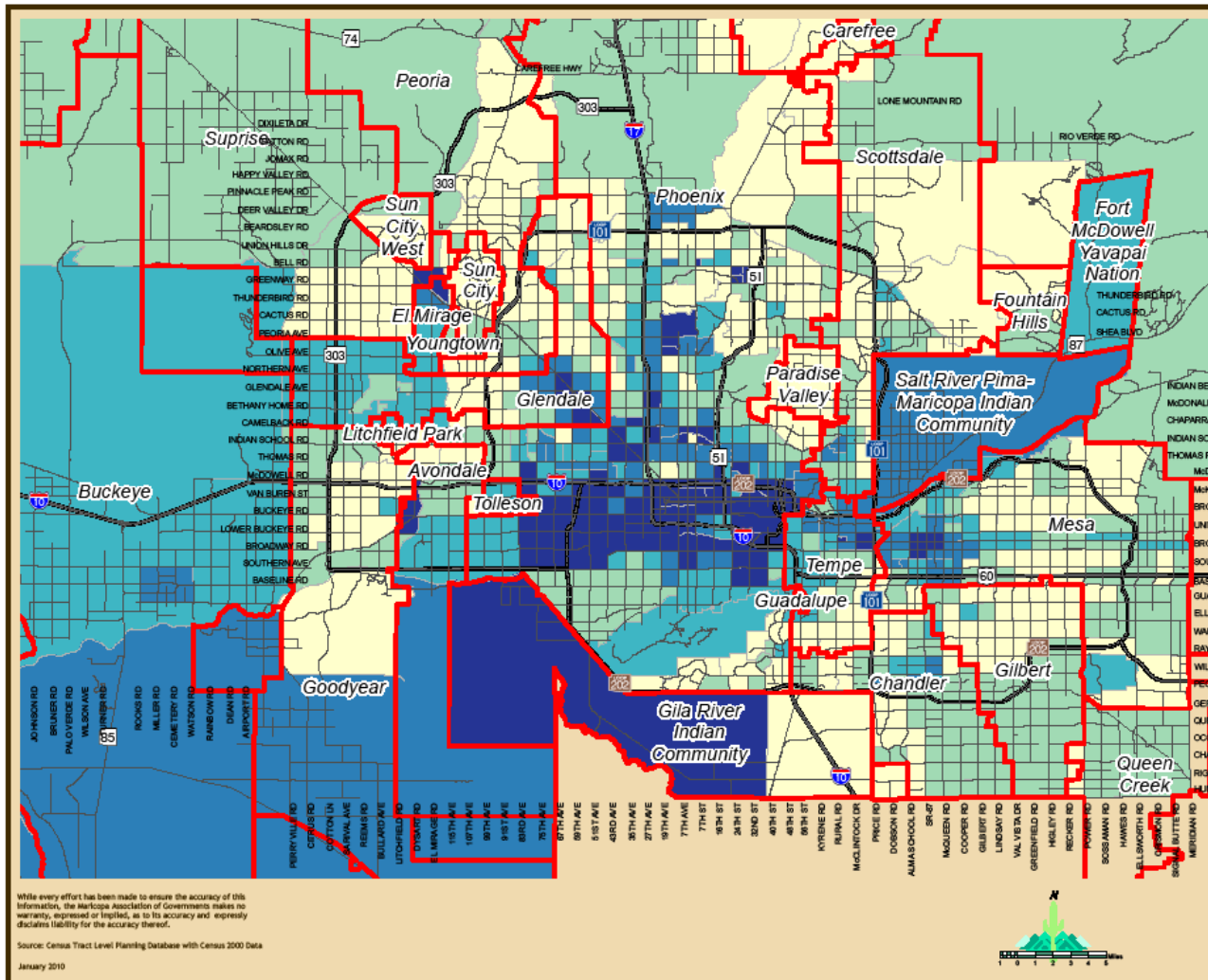
January 14, 2010

Planning Parameters

- Target Audience
 - Diverse communities in Maricopa County
 - Hispanic, African American, Asian American, Native American, LGBT
 - Buying Demo: Primary Adults 18+
- Geography
 - Greater Phoenix metro area
- Timing
 - March 8 – April 11, 2010
- Budget
 - \$166,070 allocated, Spanish-language/ethnic/community media
 - \$157,511 proposed here
 - **\$ 8,559** remaining for Count to '10 group input

Campaign Objectives

- Support Phase Two of National Effort – Motivate Response
 - Create immediate awareness and education to drive mail response of the 2010 Census
 - Census form will arrive mid-March, form consists of 10 questions, easy, simple and in Spanish for first time
- Generate awareness that participation in 2010 Census is confidential and **everyone** counts, regardless of legal status.
- Everyone, including immigrants, benefits from Census funding
- Educate key communities:
 - Census statistics are used to determine what kind of services each community needs, including services or materials in other languages; where to provide services for elderly, where to build new roads and schools, locate job training centers, etc.
 - Census count affects community funding for neighborhood improvements, public health, education, transportation, etc.
- Provide media coverage in key areas
 - Hard to count (HTC) areas
 - Ethnic communities as identified in Target Audience



Hard To Count (HTC) Areas

Media Usage – HTC Areas

- Reviewed media usage of minorities in the HTC areas (Hispanic, African American, Asian American or Other)
- Heavy users of radio
- Medium to light users of television
- Medium users of daily newspaper
 - Survey includes: Arizona Republic, Tribune, WSJ, USA Today, NY Times for daily newspapers
- 46% Subscribe to cable
- 23% Subscribe to satellite dish
- 52% Access Internet
- 11% Use public transportation
- 42% See a new movie within the first 1-2 weeks of opening

Media Insights HTC Areas

- Television –
 - 50% - 80% more likely to watch Spanish-language television
 - Cable/Satellite not a priority as Spanish-language TV stations are over the air
- Radio
 - Over 70% of population in HTC areas are medium to heavy users of radio
- Print
 - High readership for weekly publications
 - 30% Read La Voz (179 Index*)
 - 30% Read TV Y Mas (185 Index)
 - 29% Read Prensa Hispana (178 Index)
 - 15% Read New Times (107 Index)
 - 10% Read West Valley View (141 Index)
- Movie Theater Advertising
 - * Anything more than a 100 index is fabulous!

Media Strategies

- Recommend mix of media types that are used by the target audience
 - Broadcast TV
 - Radio
 - Local print
- Negotiate added value media to enhance paid schedules
 - Bonus Spots
 - PSAs
 - Online Ads/Links/Logos and listing on calendar page
 - Presence at events
- Sustain schedule over 5-week period

Media Strategies - TV

Spot Television

- :30 spots plus :10s, :15s for added value
- 62% in key areas are Spanish-dominant
- Recommend use of Spanish-language TV stations that index well among the target
 - Univision (58%, 177 Index)
 - Telemundo (47%, 178 Index)
 - Telefutura (33%, 179 Index)
 - Azteca America (25%, 180 Index)

Television Tactics

<u>Station</u>	<u>Spots/Wk</u>	<u>Cost/Wk</u>	<u>Total</u>
Univision	11	\$4,130	\$28,250
Telemundo*	14	\$3,100	\$15,500
Azteca America	19	\$2,075	\$10,375
Telefutura	4	\$222	\$1,110
Total Paid	48	\$9,527	\$55,235

240 TOTAL PAID SPOTS OVER 5 WEEKS

Note: Telemundo does not subscribe or provide Nielsen ratings as of July 31, 2009.

Television Added Value

Television

- Azteca America
 - 16 Bonus Spots per week
 - One 4-minute segment in Cafecito con Azteca, airs Sat. 930am

Added Value: \$2,650 minimum

- Univision
 - Three 15-minute News Sponsorship billboards per week
 - 1- minute on-site segments on local Saturday morning show (Teledia)
 - Calendar of events highlighted every Saturday morning on Teledia
 - :15-sec promo on census awareness on UNIV & Telefutura, weekly ROS M-F/6a-11p
 - PSAs placed on PSA rotation

Added Value: \$15,000

- Telemundo
 - 2-minute Acceso Total Segments to air twice (2x) during campaign; airs Fridays at 10:30 am
 - Minutos Para Ti (5-minute segment) to air twice (2x) during campaign, airs Tuesday or Thursday at 10:30 pm, following 10 pm newscast
 - 20 Bonus spots (:30s)
 - 20 Bonus billboards (:10s)

Added Value: \$9,000+

Media Strategies - Radio

- Radio
 - Use of :30s for paid spots; :10s, :15s & 30s for added value
 - Select stations that deliver the key areas
 - Entravision:
 - KLNZ-FM La Tricolor, Regional Mexican 7%, 186 Index
 - KVVA-FM/KDVA-FM Jose – Adult Hits 5%, 186 Index
 - KMIA-AM ESPN Deportes
 - Univision
 - KQMR-FM/KOMR-FM Adult Contemporary 4%, 186 Index
 - KHOT FM Regional Mexican 10%, 169 Index
 - Radio Campesina (Non-Profit)
 - KNAI FM Regional Mexican 9%, 186 Index
 - Latino Vibe
 - KVIB-FM Bi-lingual/Bi-cultural Hispanic Station (5%, 186 Index)

Radio Tactics

Station	Spots/Wk	Cost/Wk	Total
KQMR/KOMR* (UNI)	20	\$2,000	\$10,000
KHOT* (UNI)	20	\$2,000	\$10,000
KLNZ (ENTR)	20	\$2,500	\$12,500
KVVA (ENTR)	20	\$1,000	\$5,000
KMIA (ENTR)	12	\$880	\$4,400
KNAI (CAMP)	48	\$2,400	\$12,000
KVIB (Sun City LLC)	40	\$2,000	\$10,000
Total	180	\$12,380	\$63,900

900 TOTAL PAID SPOTS OVER 5 WEEKS

Note: Univision stations () do not subscribe or provide Arbitron ratings.*

Radio Added Value

Radio

- Univision

- KHOT: 10 x :30 per week Sat/Sun 5a – 11p
- KQMR/KOMR: 10 x :30 per week Sat/Sun 5a – 11p

Added Value: \$2,700

- Entravision

- One 30-minute Block Program on each station during the month of March
- Banner Ad on all station websites during March
- Website presence on April 1 – National Census Day

Added Value: \$3,950

- Radio Campesina

- 15-minute segments in KNAI Talk Show, airs M-Th/7:05 – 7:20 am; actual quantity of segments TBD
- Requesting inclusion in Si Se Puede Arizona program, airs Monday – Friday 2:30-3 pm
 - Inclusion in program pending approval from Public Relations director

Added Value: \$800 Minimum

Radio Added Value

Radio

- KVIB
 - Web Campaign from 3/8/10-4/11/10
 - Customized logo/links on www.951latinovibefm.com
 - Overview on front page of website
 - Logo may be changed for April 1st, National Census Day
 - Email Blasts
 - Conexion is sent out on average twice per month to 11,000+ VIP listeners
 - Logo and customized message included
 - Minimum of two (2) e-mail blasts during the promotional period
 - 8 PSA spots per week
 - 2 weeks of feature sponsorship (e.g. Midday Muevete Mix)

Added Value: \$4,500 minimum

Media Strategies - Print

- Print
 - Recommend use of local publications to target the diverse communities throughout the market
 - Arizona Informant
 - Asian American Times
 - Arizona Native Scene
 - Prensa Hispana (29%, 178 Index)
 - TV & Mas (30%, 185 Index)
 - Teleguia
 - La Voz (30%, 179 Index)
 - Latino Perspectives
 - ECHO Magazine
 - ION Magazine
 - Selected based on variety of factors including coverage of their respective audiences, qualitative data, circulation, distribution, reader profile

Print Tactics

Publication	Ad Size	# of Ins.	Total
Prensa Hispana	½ Pg 4C, ¼ Pg 4C	5	\$8,823
La Voz	¼ Pg 4C	5	\$5,077
TV Y Mas	¼ Pg 4C	5	combo w/LV
Teleguía	½ Pg 4C	5	\$1,886
Latino Perspectives	Full Pg 4C, ½ Pg 4C	2	\$1,500
Arizona Informant	½ Pg 4C	5	\$8,825
Native Scene	½ Pg BW, ½ Pg 4C	5	\$2,471
Asian American Times	½ Pg 4C	5	\$1,588
ECHO Magazine	½ Pg 4C	3	\$1,706
ION Magazine	Full Pg 4C	2	\$1,700
'N Touch Magazine	½ Pg 4C	2	\$2,470
Total		42	\$36,044

Prensa Hispana

- Weekly grass roots publication serving the Hispanic community throughout Arizona
- 65,000 circulation distributed via retail outlets, hospitals, colleges, news racks and restaurants
- Editorial coverage includes business, sports, home, automotive, entertainment, travel, education, social and cultural features
- **Added Value**
 - Bonus ads included in the schedule
 - Two website skyscraper banner ads in Section A on 3/31 and 4/7
 - Two standard website banner ads on 3/31 and 4/7

Added Value: \$13,000 minimum

La Voz & TV Y Mas

- La Voz
 - Weekly Spanish-language newspaper serving the Phoenix Hispanic market, published on Fridays
 - 60,000 circulation (VAC Audited), distributed via news racks locations throughout the valley
 - Reader profile: 53%/47% Male/Female, 40% own home, 61% Age 18-39, 72% have children in the household
- TV Y Mas
 - Weekly Spanish-language publication providing entertainment information relevant to the Hispanic community
 - 75,000 copies distributed at rack location with high penetration of Spanish dominant Hispanics (VAC Audited)
 - Reader profile: 46%/54% Male/Female, 41% own home, 70% Age 18-39, 79% have children in the household
- Added Value
 - ¼ Page Advertorial each week in La Voz
 - Banner ad on website starting April 1

Added Value: \$2,200 minimum

Teleguía

- Weekly grassroots TV guide published on Wednesdays
- 65,000 circulation distributed via retail racks at most Hispanic businesses in the Phoenix metropolitan area
- Editorial coverage includes business, news, sports, home, automotive, education, entertainment and local community
- Added Value
 - One ½ Pg 4C ad in April 7 issue
 - Four flash website banners on 3/10, 3/17, 3/24, 3/31 promoting Census 2010 National Day or local community events tied to Census 2010 awareness
 - Editorial coverage as available

Added Value: \$2,870 minimum

Latino Perspectives

- Monthly magazine targeting educated, professional, affluent Latinos
 - Reaches influencers within the Latino community
- Editorial covers news commentary and analysis, travel, health, education, local business and politics
- Reader Profile: Bi-lingual, 99% homeowners, 49%/51% Male/Female, 95% Age 25-54, 97% college educated
- Added Value
 - One bonus ½ Pg 4C ad in schedule
 - Online banner ad, logo, link
 - National Census Day banner ad
 - Editorial content on site

Added Value: \$4,800 minimum

Arizona Informant

- Arizona's largest African American weekly publication with a circulation of 15,000
- Publication is distributed weekly on Wednesdays via subscription and retail outlets
- Reader profile: 49%/51% Male/Female, 51% Homeowners, 79% Employed, 14% Retired
- Added Value:
 - Website presence including banner ads, logo/link
 - Banner ad on National Census Day
 - 1 free ½ Page Ad
 - Print advertorials to run on space available basis

Added Value: \$3,000 minimum

Native Scene

- Monthly newspaper serving the Native American community in the Phoenix area
- 5,000 – 10,000 copies are distributed free to more than 200 locations including colleges, universities, hospitals, Indian communities and select places on the Navajo Nation
- Editorial includes feature articles on Native American politics, education, health, calendar of events, music and entertainment interviews and reviews
- Added Value
 - Bonus ads within schedule
 - Print advertorials to run on a space available basis
 - Mention on website during campaign and on 4/1/10

Added Value: \$2,000

Asian American Times

- Established in 1990, the AAT is a weekly publication serving the Asian American community
- 95% of the circulation is within the state
- Publication is distributed at retail outlets, community centers, government offices, libraries and college campuses
- Added Value
 - Possible participation in events during campaign (Int'l Women's Luncheon, Spring Picnic for Chinese Schools, Taiwanese Heritage Month)
 - Two ½-page ads during campaign

Added Value: \$1,000

Echo Magazine

- Bi-weekly publication serving the LGBT community since 1989
 - Reader profile: 97% LGBT, 60% Age 35-55, 74% Male, 23% Female, 3% Transgender, 56% Bachelors Degree or higher, 95% Registered to Vote
- Distributed free at more than 200 newsstands, businesses, and throughout the state plus bonus distribution at major events
- Added Value
 - One ½ Page 4C print ad
 - Two e-mail blasts during campaign educating the reader about the Census questionnaire...it's easy, 10 questions, 10 minutes.
 - Banner ads, logo/link on website to run March 3 – April 15
 - Website road block on 4/1/10

Added Value: \$1,000 minimum

ION Magazine

- Monthly publication serving the LGBT community throughout Arizona
- Provides information on entertainment lifestyle and events as well as feature articles
- Circulation of 10,000 distributed throughout the Phoenix metro area at over 160 locations
- Added Value
 - Banner ad on website to air October '09 through May '10
 - Two e-mail blasts during campaign educating the reader about the Census questionnaire...it's easy, 10 questions, 10 minutes.
 - Banner ads, logo/link on website to run March 3 – April 15
 - Website road block on 4/1/10

Added Value: \$1,000

'N Touch Magazine

- Monthly publication serving the LGBT community & readers with diverse political and social backgrounds
- Provides accurate unbiased news of interest and concern to the community; breaking news stories affecting community are delivered through e-blasts
- Circulation of 40,000 throughout Phoenix metro area, Borders Bookstores, bars, restaurants, street boxes
- Added Value
 - Banner ad on website 60-90 days to run dates we specify
 - Two email blasts during Census campaign educating reader about the importance of completing questionnaire...it's easy, 10 questions, 10 minutes
 - Website presence
 - Leading story on Census awareness on March 15 issue

Added Value: \$1,100

Movie Theater

Cinema Latino de Phoenix

- Movie theater serving the Hispanic community showing first run Hollywood movies dubbed or sub-titled in Spanish
- Located in Desert Sky Mall, 75th Ave and Thomas– within an HTC area
- :30 second ad airs to captive audience during pre-show program, intermixed with movie related content, trivia and on-screen entertainment
- Schedule runs 4 weeks during March-April on all six screens at theater
- Added Value:
 - Booth in lobby for Census literature, representatives on site, etc
 - 3 weeks bonus

Added Value: \$1,800 minimum

Total Minimum Added Value: \$72,370

- Minimum added value, radio: \$11,950
- Minimum added value, TV: \$26,650
- Minimum added value, print: \$33,770

\$72,370

Plus ... scheduled COX PSAs: \$ 86,000

TOTAL MINIMUM ADDED VALUE: \$158,370

2010 Census Community Media Buy

- Next Steps
 - Plan approval from Count to '10 by January 22
Email lisa.honebrink@phoenix.gov or call 602-262-6180 with input by end of day Friday, Jan. 22
 - Final media negotiations and placement of schedules
 - Traffic spots and ad materials
 - Monitor schedules during campaign
 - Note: all schedules subject to change prior to final negotiation/placement