

NIRPC NWI Partnership for Clean Water 2014 Regional Advertising and Media Plan

NWI Partnership for Clean Water		]	January		Febr			March			April		May		June				July			August				September			October			November			December			Budg	get
•	(Week)	5	12 19	26 2	9	16 23	2 9	16 2	23 30	6 13	20 2	7 4	11 18	25	1 8	8 15	22	29 (	6 13	20	27	3 10	17	24 31	7	14 21	28	5	12 19	26	2	9 16	23	30	7 14	21 2	28 H	ard Costs 1	VIRPC costs
	MS4s Invested																																	i T	$\neg$				
igital and Social																																							
NIRPC Clean Water Website + Facebook	13																																						\$67
NWITimes.com Leaderboards, Box Ads, Mobile (box ad= 250,000																																							
impressions, mobile = 600,000 impressions)	14																																					\$10,000.00	
Que Viva, Directory listing and digital magazine ad	14																	+			-				$\vdash$									$\vdash$	+	$\vdash$		\$429.00	
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Print	1.4																																			igapha	4	#0.F00.00	d1 20
Newspapers in Education Insert TIMES	14	1	_								-					_	+						+ +				+						-	$\vdash$	_	₩		\$9,500.00	\$1,200
Quarter page NWI Now	14								$\bot$																		_							$\leftarrow$	$\bot$			\$475.00	
Times local community sections	14																																	$\vdash$				\$3,460.00	
NWI Times Bi-Monthly Editorials	14				++		-	++	+																	-	1	-				-		$\vdash$	+				\$3,68
Post Tribune Earth Day Special (1/2 pg)	14								+ +											+			1 1											-	+		—	\$750.00	
Post Hooked on Fishing	14								+ +											+			1 1											-	+		—	\$750.00	
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Outdoor/Entertainment																																							
GPTC King Ad \$250/month per bus - Regional Routes	14																																	1				\$2,500.00	
NCM Media- Movie Theatre- Schererville, Hobart, Valpo, Portage	14																																					\$6,600.00	
NICTD South Shore - Interal Car Wall Posters	14																																					\$4,000.00	
Equipment and Supplies																																							
Care and Tracking	13																																						\$67
Splash																																							
Training Videos																																							
Enviroscape																																							
Display Board																																							
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																																		, Revent			676	,	\$6
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																														1	1		,					Total Media/	•
																																						Advertising	
																														Tota	l Mad:	a/A dr.a	uticir ~	Reveni	***	\$ 43,3	252	Expenses	\$ 43,3
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