



AMELIA ISLAND  
 FY 2009/2010 MEDIA PLAN  
 August 3, 2010

Media	Descr.	Expenditure																																																	
			October				November					December				January				February				March			April				May				June				July				August				September				
			28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
<b>TELEVISION</b>																																																			
<b>Spot Television</b>																																																			
	- Sweet Tea Weather Channel - Washington D.C., Columbus, Ohio	Copy	\$7,500.00																																																
<b>Cable Television</b>																																																			
	- FCTA - Florida Bonus Cable	:30	\$75,000.00																																																
	- Soft System Cable Buys - Atlanta, Savannah and Valdosta/Waycross	:30	\$67,500.20																																																
	<b>TOTAL TELEVISION</b>		<b>\$150,000.20</b>																																																
<b>RADIO</b>																																																			
	- West Virginia Radio Network/Online Network for the Gator Bowl (Radio: 12/5, 12/9, 12/13 Online: 12/5-12/18)	:30/:10/Banner	\$12,500.00																																																
	- Visit Florida Radio Atlanta (100 GRPs)	:10	\$7,200.00																																																
	- Jacksonville for Restaurant Week	:60	\$13,039.00																																																
	- Jacksonville WJCT for Film Festival	28-15's	\$740.00																																																
	- Atlanta Radio Spring-Summer - 1 PBS station	:60's	\$32,400.00																																																
	- Jacksonville Radio Spring-Summer - 3 stations; 79 GRPs per week	:60	\$29,478.00																																																
	- Gainesville/Ocala - 4 stations; 84 GRPs per week	:60	\$16,600.50																																																
	- Savannah - 3 stations; 93 GRPs per week	:60	\$12,427.00																																																
	- Valdosta/Tifton & Waycross - 1 station; 40 spots per week	:60	\$4,148.00																																																
	- Florida Public Broadcasting: Garden Show (63 spots)	:15	\$3,480.00																																																
	- Florida Public Broadcasting: Book Festival (61 spots)	:15	\$3,225.00																																																
	<b>TOTAL RADIO</b>		<b>\$135,237.50</b>																																																
<b>ONLINE</b>																																																			
	- Visit Florida Backyard Getaway Interactive Co-op Program	Expanding Tab	\$4,995.00																																																
	- Gordon's Guide	Medium Rectangle	\$2,500.00																																																
	- AJC.com - Atlanta	Various	\$34,150.00																																																
	- Jacksonville.com - Jacksonville	Various	\$20,034.00																																																
	- OrlandoSentinel.com	Various	\$20,595.00																																																
	- Savannahnow.com/Yahoo!	Various	\$8,500.00																																																
	- Premium Travel Network	In-Banner Video	\$35,000.00																																																
	- Travelocity	Various	\$10,000.00																																																
	<b>TOTAL ONLINE</b>		<b>\$135,774.00</b>																																																

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			October				November					December				January					February				March				April				May				June				July				August				September			
			28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6
<b>CONSUMER PRINT</b>																																																				
	- Atlanta Magazine	1/2 Page 4/C	\$17,439.00																																																	
	- Florida Reflections	1/2 Page 4/C	\$10,000.00																																																	
	- Jacksonville Magazine	1/2 Page 4/C	\$3,506.25																																																	
	- Southern Living	Various Units	\$15,080.70																																																	
	- Savannah Magazine		\$1,080.00																																																	
	- Southeast Tourism Society Membership Directory (Annual)	Full Page 4/C Bld	\$2,720.07																																																	
	<b>TOTAL CONSUMER PRINT</b>		<b>\$49,826.02</b>																																																	
<b>TRADE PRINT</b>																																																				
	- Meetings & Conventions	1/2 Page 4/C	\$7,500.00																																																	
	- Rejuvenate	1/2 Page 4/C	\$2,000.00																																																	
	- Meeting Mentor Magazine	Full Page	\$3,700.00																																																	
	<b>TOTAL TRADE PRINT</b>		<b>\$13,200.00</b>																																																	
<b>NEWSPAPER</b>																																																				
	- Florida Times Union for Restaurant Week	Post it Note	\$3,750.00																																																	
	- Collinson Out-of-State Insert	1/8 Page 4/c	\$4,000.00																																																	
	- Collinson In-State April	1/8 Page 4/c	\$8,000.00																																																	
	- Collinson In-State Fall	1/8 Page 4/c	\$8,396.00																																																	
	- Collinson In-State June	1/8 Page 4/c	\$8,000.00																																																	
	- The Villages	1/2 Page 4/C	\$5,952.00																																																	
	- West Virginia Newspaper	Post it Note	n/a																																																	
	<b>TOTAL NEWSPAPER</b>		<b>\$38,098.00</b>																																																	
<b>VISIT FLORIDA PACKAGE D</b>																																																				
			\$24,460.00																																																	
<b>Magazines</b>																																																				
	- Visit Florida Magazine	1/3 Page Square																																																		
	- Insider Guide	1/3 Page Square																																																		
<b>Online</b>																																																				
	- Visitflorida.com 50,000 Run of Region Impressions	Large Rectangle/Skyscraper																																																		
	- Florida Resident - Spotlight Article Placement date TBD	E-blast																																																		
	- VF National - Spotlight Article Placement date TBD	E-Blast																																																		
	- Amelia Island Pages	Logo with Link																																																		
	<b>TOTAL VISIT FLORIDA PACKAGE D</b>		<b>\$24,460.00</b>																																																	
<b>Meeting Professionals - CABLE TELEVISION - To build awareness</b>																																																				
	CNN, CNBC, Fox News, Golf, MSNBC																																																			
	- Baltimore - 2 weeks - Approximately 900 spots	:30	\$8,500.00																																																	
	- New Jersey - 2 weeks - 493 spots	:30	\$8,515.30																																																	
	- Philadelphia - 2 weeks - 368 spots	:30	\$8,494.90																																																	
	- Atlanta - 2 weeks - 900 spots	:30	\$6,767.70																																																	
	<b>TOTAL CABLE TELEVISION</b>		<b>\$32,277.90</b>																																																	
<b>Meeting Professionals - ONLINE - targeting both corporate and meeting planners</b>																																																				
	- Finance Network/Business Custom Network	Spongecell																																																		
	- Bloomberg.com, LinkedIn.com, Wall Street Journal Network	4 Tabs	\$93,502.38																																																	
	- 4,385,746 Total Impressions																																																			
	- Florida Trend - 450,000 Impressions	300 x 250	\$3,400.00																																																	
	<b>TOTAL ONLINE</b>		<b>\$96,902.38</b>																																																	
<b>Meeting Professionals - DIRECT MAIL / eMAIL</b>																																																				
	Top C-Level Targets	TBD	\$2,000.00																																																	
	- Baltimore, New Jersey, Philadelphia and Atlanta																																																			
	- Follow-Up E-Mail Campaign List Members	Various	NC Own List																																																	
	<b>TOTAL DIRECT MAIL</b>		<b>\$2,000.00</b>																																																	
<b>NET GRAND TOTAL</b>																																																				
			<b>\$677,776.00</b>																																																	