

Show Me Strong DMO Budget Grid COVID-19-related Marketing

DMO:	City of Independence		TOTAL COST:		\$51,000			
Item #	Media Type	Publication / Vendor / Network	Date to Run	COVID Safety Message	Size of Ad	Ad Cost Per Ad	Approx. Number of Ads	Total \$ per Line Item
1	Digital	Madden Media/Facebook-General Brand Awareness	0/1/2020 - 11/15/202	YES	Social Ads	833	3	\$2,500
2	Digital	Madden Media/Outbrain-General Brand Awareness	0/1/2020 - 11/15/202	YES	Native Ads	722	3	\$2,167
3	Digital	Madden Media/Google-General Brand Awareness	0/1/2020 - 11/15/202	YES	600, 728x90	500	4	\$2,000
4	Digital	Madden Media/Facebook-Outdoors/Families	9/1/2020 - 11/15/202	YES	Social Ads	1,111	3	\$3,334
5	Digital	Madden Media/Google- Outdoors/Families	9/1/2020 - 11/15/202	YES	600, 728x90	833	4	\$3,333
6	Digital	Madden Media/Facebook -Truman/Historic	9/1/2020 - 11/15/202	YES	Social Ads	861	3	\$2,583
7	Digital	Madden Media/Facebook Remarketing - Truman/His	9/1/2020 - 11/15/202	YES	Social Ads	500	3	\$1,500
8	Digital	Madden Media/Outbrain-Truman/Historic	9/1/2020 - 11/15/202	YES	Native Ads	861	3	\$2,583
9	Print	Madden Media/VisitKC Holiday Direct Campaign	10/30/2020	YES	14w X 4.9376h	6,863	1	\$6,863
10	Digital	Madden Media/ COVID Photography and Video	9/1/2020-11/15/2020	YES	n/a	24,137	1	\$24,137
11								\$0
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								\$51,000