

Show Me Strong DMO Budget Grid

COVID-19-related Marketing

DMO:	City of Independence		TOTAL COST:		\$1,000,000			
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	Google Ads - Madden Media	Sep-Nov 15, 2020	YES	160x600 300x250 300x600 320x50 728x90	6,250	24	\$150,000
2	Digital	Google Ads - YouTube TrueView-Madden	Sep-Nov 15, 2020	YES	sec, :30 sec	11,116	9	\$100,040
3	Digital	Expedia - Madden Media	Sep-Nov 15, 2020	YES	160x600 300x250 300x600 320x50 728x90 Plus custom landing page	5,357	14	\$75,000
4	Digital	UberMedia - Madden Media	Sep-Nov 15, 2020	YES	160x600 300x250 300x600 320x50 728x90	2,500	14	\$35,000
5	Digital	COVID Marketing Assess - Video	September	Yes	:15, :30 files	15,000	1	\$15,000
6	Digital	Choozle - Madden Media	Sep-Nov 15, 2020	YES	sec, :30 sec	4,375	16	\$70,000
7	Digital	Conversant - Madden Media	Sep-Nov 15, 2020	YES	sec, :30 sec	12,500	8	\$100,000
8	Digital	Facebook/Instagram Ads and Video - Madden Media	Sep-Nov 15, 2020	YES	30 sec video	3,887	15	\$58,300
9	Digital	Account/Creative/Media Management/ Research & Planning	Sep-Nov 15, 2020	YES	n/a	166,660	1	\$166,660
10	Digital	TripAdvisor - Madden Media	Sep-Nov 15, 2020	YES	160x600 300x250 300x600 320x50 728x90 Plus custom landing page	5,357	14	\$75,000
11	Radio	KCUR - Madden Media	Sep-Nov 15, 2020	YES	digital banner	3,333	6	\$20,000
12	Digital	Midroll Media - Madden Media	Sep-Nov 15, 2020	YES	digital banner	12,500	4	\$50,000
13	Digital	Streaming Audio - Madden Media	Sep-Nov 15, 2020	YES	digital banner	12,500	4	\$50,000
14	Digital	COVID Marketing Ad Effectiveness Study	Sep-Nov 15, 2020	YES	n/a	35,000	1	\$35,000
15								\$0
16								\$0
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30								\$0
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