



BURGESS & BURGESS

STRATEGISTS

Client Name **Lorain Port Authority**
 Product **Marketing Campaign 2013**
 Schedule Dates **5/20/13 - 9/15/13**
 Primary Demo **Adults 18-54**

		2012	2013
Print & Online	The Morning Journal & MorningJournal.com	\$7,100	\$7,000
	- Strong mix of print, online banner ads and pre-roll video ads (based off last year)		
	- 200,000 banner ad impressions, 50,000 per month for May, June, July & August		
	- 100,000 pre-roll video ads, 25,000 per month for June, July & August		
	- 6 x 3 full color strip ads, 3 per month for June, July & August (one front page per month)		
	- Each strip comes with a one day (24 hours) pencil billboard on MorningJournal.com		
	- 6 x 9.6 full page, full color ad in Most Influential People tab May 31st		
	- \$6,000 in trade the 6 concert events (50% must be digital)		
	- See if we can get this deal again, then use all \$7K in print then the \$6K bonus online		
	Chronicle Telegram (ChronicleT.com)	\$3,000	\$3,000
	- Mix of print and online banners ads to promote events		
	- 6 x 1/4 page color ads to advertise Summer Events		
	- 150,000 banner ad impressions for June, July & August		
Online	Cleveland.com	\$5,880	\$5,500
	- Geographically targeted zip codes (Lorain County and Westside of Cleveland)		
	- 450,000 ad impressions targeted to home page, news, living and entertainment sections		
	- 6 Local deals: includes logo and text links, dates around the events calendar		
	- Enhanced calendar of event listings, includes logo and text links		
	- Bonus 50,000+ ROS (run of site) ad impressions		
	- 500,000+ ad impressions		
	Jet Express	\$3,900	\$3,250
	- SEM - Google Adwords w/ Cleveland.com		
	- 5 months - minimum of \$650 per month		
	- Flight Dates - May, June, July, August & September		
	Loraincounty.com	\$2,050	\$2,000
	- Section Sponsorship for 52 weeks		
	- Use of Calendar & Press Releases		
Cable TV	Time Warner - North Olmsted, Lorain & Wellington zones	\$8,500	\$12,500
	- Reach 98.2% / Freq. 18.2		
	- 3782 total spots (see cable tab)		
	- Networks: A&E, Discovery, ESPN, Family, FX, History, NICK, TBS, TNT USA		
	- Flight Dates - 5/20/13 - 8/25/13		
Outdoor	CBS Outdoor - Mall Panels	\$2,350	\$2,350
	- Crocker Park - stand alone mall kiosks: 3 Units		
	- Added value: 2 parking garage signs		
	- Flight Dates - 5/13/13 - 9/02/13		



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	LAMAR Outdoor	\$3,500	\$3,500
	- 8 poster locations strategically placed around Lorain County (included production)		
	- 4 week flight date centered around Port Fest		
	- Flight Dates - TBD		
	Lake Erie Crushers	\$3,750	\$3,800
	- Digital marquee - 4 months (late May, June, July, August & early September)		
	- Two Community Day Sponsorships with table display for literature handouts		
Radio	Lorain County Local Stations	\$7,490	\$4,500
	- WEOL, WDLW & WOBL (radio tab to come)		
	Clear Channel - Package Deal	\$12,480	\$12,500
	- On-Air Support		
	- Stations: 100.7 WMMS & 106.5 WHLK (see radio tab)		
	- Weeks leading up to events: TBD		
	- Spots to run on WMMS (:15s), total number TBD		
	- Spots to run on WHLK (:15s), total number TBD		
	- Streaming Ads		
	- theLake.com & WMMS.com - Streaming & iHeartRadio = spots matched by on air		
	Cleveland Sound - 87.7 FM		\$2,500
	- On Air: Spots (:15) to run on 87.7 FM, total number TBD		
	- Online: streaming audio to match on air presence & online banners at no charge		
	- On location: Live broadcast from Lorain Port event (trying to work out Port Fest)		
			\$62,400
Movie Theater	Crocker Park Regal Theater		
	- Plays on a loop with 11 other advertisers on all 16 screens & lobby flat screen monitors		\$2,100
	- 13 week program, with one :15 ad based off the :30 tv spot (\$250 charge to change content)		
	- Cheaper to buy contract directly with NCM Media Networks		
Production	Production & Design		
	- Online ads - banner & high impact ads		
	- Print ads of various sizes for the Morning Journal & Chronicle Telegram	\$6,500	\$2,000
	- Print ads - Lamar Billboards & Crocker Park kiosks		
	- Update pre-roll ad		
		\$66,500	\$66,500