



MEDIA BUDGET

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	FY20 Total
SEARCH													
CPC	400.00	500.00	750.00	1,000.00	1,500.00	1,500.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	4,200.00	39,850.00
DISPLAY & RETARGETING													
CPC	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	3,000.00	3,000.00	10,000.00
TRUE VIEW VIDEO													
CPC	500.00	500.00	500.00	500.00	500.00	500.00	1,000.00	1,000.00	1,000.00	2,000.00	2,000.00	2,000.00	12,000.00
SOCIAL													
Facebook Ads	2,000.00	2,000.00	2,000.00	3,000.00	2,000.00	1,000.00	1,900.00	1,900.00	1,800.00	2,800.00	3,800.00	4,800.00	29,000.00
Twitter Ads							99.00	99.00	99.00	99.00	99.00	99.00	594.00
Instagram Ads													0.00
Pinterest Ads									100.00	100.00	100.00	100.00	400.00
Sprout Social								0.00	0.00	1,988.00	0.00	0.00	1,988.00
PRINT ADS													
Nevada Magazine									2,062.00			1,950.00	4,012.00
Adventure Sports Journal April/May Issue											1,600.00		1,600.00
Yosemite Magazine			3,995.00										3,995.00
Nevada Day Powwow												300.00	300.00
Travel Nevada Visitor Guide									5,500.00				5,500.00
Nevada Golf									3,600.00				3,600.00
Getaway									10,000.00				10,000.00
Tahoe Weekly				730.00								730.00	1,460.00
INFLUENCER CONTENT													
Content	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	3,250.00	3,250.00	3,250.00	3,250.00	3,250.00	3,250.00	25,500.00
TOTAL	\$2,900.00	\$3,000.00	\$7,245.00	\$5,230.00	\$4,000.00	\$3,000.00	\$9,999.00	\$9,999.00	\$31,161.00	\$13,987.00	\$16,599.00	\$17,179.00	\$124,299.00

FY20 Breakdown	Budget	% of Budget
SEARCH	\$39,850.00	27%
DISPLAY & RETARGETING	\$10,000.00	7%
TRUVIEW VIDEO	\$12,000.00	8%
SOCIAL	\$31,982.00	21%
PRINT ADS	\$30,467.00	20%
INFLUENCER CONTENT	\$25,500.00	17%
TOTAL	\$149,799.00	100%

Political Window
Video
 YouTube Advertising | Trueview

2019												2020																																								
July				August				September				October				November			December			January			February			March			April			May			June															
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29

Digital
 Google Ads
 Display
 Retargeting on Audience Extension Network

2019												2020																																								
July				August				September				October				November			December			January			February			March			April			May			June															
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29

Social
 Internally Managed
 Traffic & Engagement
 Twitter Ads
 Awareness Ads
 IG Stories IG Ads
 Lead Ads

2019												2020																																								
July				August				September				October				November			December			January			February			March			April			May			June															
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29

Content & Influencers
 Geography Creative
 Influencer Content, Video, and Social

2019												2020																																								
July				August				September				October				November			December			January			February			March			April			May			June															
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29

Print
 Tahoe Weekly
 Half Page
 Adventure Sports
 Half Page
 Yosemite Mag
 Half Page
 Nevada Magazine
 Half Page
 Travel Nevada Visitors Guide
 Half Page
 Golf Nevada
 Full Page
 WiseBuy
 Half Page
 Father's Day Powwow Guide
 Full Page

2019												2020																																								
July				August				September				October				November			December			January			February			March			April			May			June															
1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29