



Palm Springs-Coachella Valley Dr. Watersaver Media Buy for Taco, Inc.

Proposed Media Buy: Phase One

Objectives

This proposed Phase One media buy is in support of introducing Taco's Dr. Watersaver suite of water recirculation products to homeowners in the Palm Springs Coachella Valley, CA test market.

It consists of:

- Selected Internet radio
- Traditional talk/news radio
- Outdoor billboards (out-of-home advertising)
- Major daily newspaper
- Palm Springs lifestyle magazine

Each media element provides its own market reach and overlays with the other media avenues for best effect.

Timeframe:

Phase One: Sep. 1 (if ready to launch) thru Nov.30

Local news/talk radio thru Dec.13.

Billboards will be up from Sep.1 thru Feb. 14 2016.

Note: Phase Two buy could extend/reshuffle these or other media elements from Jan. 2016 thru Feb. 28.

Media Buy Elements & Pricing

Pandora Internet Radio: Sep1 thru Nov. 30

All 15-sec. spots

Total of 2,272,578 impressions

Share of Voice (SOV): 15.8%

Accompanying banner ads

Buy Cost: \$17,620.23

Local News/Talk Radio: 94.3 & sister stations: Sep 1 thru Dec. 13

#1 station in Palm Springs news/talk (Arbitron)

Drive times 6-9 AM & 3-6 PM

Bill Feingold Show – AM

Chad Benson Show – PM

Leo Laporte The Tech Guy (Sat. 11AM – 2PM)

Total of 308 30-sec. spots

Buy Cost: \$5,180.00

(Station banner ads go for \$50-\$75 mo.)

Lamar OOH Billboards: Sep 1 thru Feb 14

24 weeks total

Static boards along Interstate 10 and off-ramp secondary roads

Rotary Buy – 2 boards that move 3x each every 8 wks

Total of 3 vinyls – each slightly different for varied messaging

Buy Cost: \$25,970 (includes vinyls production)

Desert Sun Newspaper

Major daily – 30,000 to 38,000 circulation depending on lo-hi season

USA Today included in every issue

Tues. Sports section FP box ad – 13 wks consecutive - \$550 wk - \$7,150

2x glossy insert (8.5 x 11) – 100k total copies - \$2,500 includes printing

3x glossy sticker - FP main section – 25,000 copies each time - \$1,400 - \$4,200

Desert Magazine – Full-page ads – Oct & Jan issues – 50k copies - \$2,595 per ad - \$5,190

Total Buy Cost: \$19,040

Proposed Media Buy Full Cost: \$67,818.23