

Client LORAIN PORT AUTHORITY
Product 2014 Media/Promotional Campaign Outline
Dates June 1 - November 1
Demo Adults 40 - 60

		Cash	Added Value	Trade
Radio/Online	Clear Channel and Other	\$20,000	\$200,000	
	Negotiated Radio Buy and Promotional deal for Concert Series and Jet Express			
	:15 and :30 spots for frequency flighted for specific events to drive traffic			
	Utilizing station resource for production to reduce costs			
	Leveraged media buy to gain online/social media to extend budget			
Print/Online	Morning Journal and Morningjournal.com	\$6,000		\$7,000
	April Activities Guide			
	Strong mix of print, online banner ads			
	Final placement and sizes being determined			
	Chronicle Telegram and ChronicleT.com	\$1,500		
	Mix of print, online banner ads			
	To be finalized now the main media strategy is in place			
Online/Social	LorainCounty.com	\$2,000		\$2,000
	Similar to 2013			
	Optimize calendar of events, announcements, events,			
	Section and Site sponsorships with banner ads and links back to LPA website			
	SEM / Keyword	\$3,500		
	Pay per click, key word strategy maximizing searches			
Outdoor	Omni Media	\$750		
	3-4 kiosks located at concert venues with the concert schedule			
Other	Crushers	\$500		\$4,000
	Interactive promotion and tie-in to Concerts and Jet Express.			
	Email and Direct Mail			
	Targeted to specific groups as available and developed			
	Browns Backers and other groups			
	Public and Community Relations			
	Press Release for each concert and event			
	Tie-in local charity for "Supporting the Community" PR			
Production/Media				
	Brochure/Flyers/Website/Posters	\$200		
	Radio	\$0		
	Outdoor	\$100		
	Online	\$0		
	Newspaper	\$0		
Total Committed		\$34,550	\$200,000	\$13,000
Discretionary		\$1,450		