

MEDIA RECOMMENDATION

MOSES ANSHELL

CLIENT: FIRST THINGS FIRST
DATE: AUGUST 17, 2010
PREPARED BY: CHANDA CAMPOS
MEDIA OPPORTUNITY: LA PAZ / MOHAVE REGION – FY2011 MEDIA CAMPAIGN

OVERVIEW:

The La Paz / Mohave region of First Things First contributed \$142,682 towards a FY2011 paid media campaign. The recommended media buy will run fall 2010 and spring 2011. Based on the input from the region the media mix for this campaign will include broadcast and cable TV, radio, newspaper, outdoor, cinema, grocery and online.

Commitments for spring advertising will not be made until mid-November. The costs provided in these documents for spring advertising are based on non-negotiated planning rates.

TELEVISION:

The cable and broadcast TV will run for a total of 5 weeks in the fall and 5 weeks in the spring. The fall TV schedules will begin the week of August 9 and run for three weeks. After a two-week hiatus, a second TV and cable flight will air September 13-26. This will allow for enough time for our target audience, women 25-54, to see the spot multiple times over the course of the two-month period.

Cable buys will include (30-second) spots in a variety of dayparts on *Discovery*, *Food*, *HGTV*, *Lifetime* and *USA*. These buys will complement the broadcast schedules on *KASW* (CW), *KAZT* (AZ TV), *KNXV* (ABC), *KPHO* (CBS), *KPNX* (NBC), *KSAZ* (Fox), *KTVK* (AZ Family). These spots will air in a variety of programs throughout the day. A significant portion of the broadcast TV schedule will air in news programming to efficiently reach our target. The broadcast buy is supplemented by other regional buys on the same stations (Maricopa collaborative regions, Yavapai and Pinal). According to Nielsen ratings estimates, the Maricopa collaborative regions' broadcast schedule alone will reach nearly 93% of the target audience at least once. The addition by La Paz/Mohave will increase the overall reach and frequency of the buy, as well as its ultimate effectiveness.

RADIO:

Radio spots will air August 30 – September 26, Monday – Sunday, 5 AM – 7 PM, on five of the top radio stations among our key target, women 25-54. *KFLG-FM* (Country), *KRRK-FM* (Classic Rock), *KNKK-FM* (Contemporary Hit), *KZUL-FM* (Adult Contemporary) and *KGMM-FM* (Country) reach the areas of Lake Havasu City, Bullhead City, Kingman and Parker. These stations represent a mix of music formats to appeal to a variety of audiences within our target demo. There is significant cross over between stations among its listeners which will increase the frequency of message.

ONLINE:

Current statistics indicate that more than 74% of Americans regularly access the Internet and that number continues to grow. A cooperative study just released by Arbitron and Edison Research indicates that the Internet is now "more essential" to Americans than TV, especially among those under age 45.

Online display advertising will run on local news websites, as well as more general interest and lifestyle sites that appeal to our target demographic. Display ads resembling the billboard campaign will display a variety of images and headlines and will include motion (using Flash animation) within the ad as much as possible. Ads will be positioned near relevant content when possible and will be geo-targeted to the appropriate areas including Kingman, Bullhead City, Parker, Quartzsite and Lake Havasu City and their surrounding areas.

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NEWSPAPER:

A total of 42 ad insertions will run in local newspapers over the course of FY2011. Six insertions will be placed in each paper, three in the fall and three in the spring. Ads are approximately 1/5-page in size, black & white. The ads will be positioned in Main News or in other sections near applicable content.

Mohave Daily News - Bullhead City (Sunday)

Kingman Daily Miner - Kingman (Sunday)

Today's News-Herald - Lake Havasu City (Sunday)

Bullhead City Bee - Bullhead City (Friday)

The Standard - Kingman (Wednesday)

Parker Pioneer - Parker (Wednesday)

Quartzsite Times - Quartzsite (Wednesday)

OUTDOOR:

The attached recommendation includes a variety of billboards with equal distribution throughout the La Paz/Mohave Region. The billboards are located on high traffic corridors in Bullhead City, Lake Havasu City, Parker and Kingman. The billboards will post in late August and run through early October. Outdoor inventory is continually shifting and evolving daily but our aim is to have two billboards up for an 8-week period in each of the four locations.

CINEMA:

Cinema advertising offers another platform through which FTF can reach its targets out of home. Animated 30-second audio-visual spots will air on-screen prior to the feature presentation in the fall at *UltraStar @ Lake Havasu* (Screenvision), *Brendan Avi 8* (located in Laughlin but targeting Bullhead City), *Brendan Kingman Cinema* (Kingman) and *CRIT Theatres at the Blue Water Resort and Casino* (Parker). An additional theater in Kingman, *Cinemark Kingman Movies* (NCM), opens in November and will be included on the spring buy.

GROCERY:

Grocery advertising will include multiple in-store advertising executions (cart advertising, floor decals, freezer decals and shelf talkers) in the following grocery stores:

Albertson's/Osco	1980 McCulloch Blvd	Lake Havasu City
Safeway	1751 Highway 95	Bullhead City
Safeway	3125 Stockton Hill Rd	Kingman
Safeway Lifestyle	1650 McCulloch Blvd N	Lake Havasu City
Safeway Lifestyle	4823 S Hwy 95	Fort Mohave
Safeway Lifestyle	3970 Stockton Hill Rd	Kingman
Smith's Food & Drug	80 Acoma Blvd N	Lake Havasu City
Smith's Food & Drug	3490 Stockton HILL RD	Kingman
Smith's Food & Drug	1775 Lakeside Dr	Bullhead City
Smith's Food & Drug	4747 Highway 95	Fort Mohave
Safeway Lifestyle	121 W Riverside Dr	Parker

In-store grocery displays will be up for a total of 12 weeks in the spring. Due to timing and limited participation among all of the regions statewide a fall grocery campaign is no longer possible.

SUMMARY:

The combination of the cable and broadcast television (combined with that of other regions), radio, online, newspaper, billboards and cinema will provide significant media exposure during the short fall campaign window, August through early October. While the plan is to stop all paid advertising by the first week of October, some billboards may not be taken down yet at that point in spite of the fact contract will have expired. FTF's central office is aware of this potential bonus exposure.