

13 ABC					
Content type		Created Content	Deliverables	Details	Monthly reportables
Broadcast • All recorded content will be planned for reuse in digital components. • Show segments will be sent to use on campaign website and social media.		PSA as Commercials	13abc Action News at 6am	• 13abc First Alert Weather Team will be featured in the PSA's	3x
			Good Morning America 7-9am		3x
			The Nine 9a-10a		6x
			13abc Action News at 4p		3x
			13abc Action News Sat		3x
			13abc Action News Sun		3x
		The Nine morning show	• 1 segment per month 2-3 minutes • Show segment will be kept for reuse in digital components. • Show segments will be sent to use on campaign website	• 1x a month educational LIVE in studio 2-3 minute segments featuring partners • M-F 9a-10am with Eric Haubert & Rebecca Regnier	1x
D i g i t a l	Video Ads	Pre-roll video and mid-roll livestream ads can reach engaged users on desktop and mobile.	13abc.com, mobile, and app	• Zip code targeted	25,000 Impressions
	Display Ads	Display ads target internet users based on their behavior, interests, and location—so you can reach the right people in the right places at the right time.	13abc.com banner, and sidebar ads	• Zip code targeted	100,000 Impressions
			General internet banner, and sidebar ads	• Geographical, behavioral, website retargeting • Includes attribution pixels to be placed on our homepage	50,000 Impressions
	YouTube	Data-driven targeting tactics that allow your videos ads to be shown in full to maximize your budget. Deliver your message to a custom audience, enjoy a high video completion rate, and boost your rank on Google.	:15, :30	• Geographical, behavioral, household targeting available	7,000 Completed Views (minimum, this product overdelivers)
	Social Advertising	Highly targeted social advertising across premier platforms (Facebook & Instagram) designed to drive engagement, website traffic, and brand awareness. Reach qualified prospects right in their feeds with compelling visuals and clear calls-to-action.	Static, Carousel, Video (:15, :30)	• Demographic, interest, behavioral, geographic, and custom/retargeting audiences available	90,000 impressions