

13 ABC Proposed Deliverables						
Content type		Created Content	Deliverables	Details	Monthly Content	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	1 PSA Commercial	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	1 The Nines Segment	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	Running of PSA Commercial	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	1 set of digital creatives	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 YouTube Streaming	Geographical, behavioral, household targeting available	Running of PSA Commercial	12,500 Completed Views (minimum, this product overdelivers)
	Website native article	Article placed on news webpage.	Home page of Desktop and mobile site News app Weather App	NATIVE ads are more subtle advertising that's cohesive with the stories and user experience of 13abc.com & the 13abc mobile app.	1 Native Article Provided by TMACOG	50,000 Impressions 1X MINIMUM Minium of once a month for 24hour period