

DTTD
Visit NH Fall FY25 Media Plan

Media Channel	August				September					October				
Monday Calendar Dates	29	5	12	19	26	2	9	16	23	30	7	14	21	28
DIGITAL														
AdTheorent	8/5 - 10/20													
MiQ	8/5 - 10/20													
TOTAL DIGITAL IMPRESSIONS														
SOCIAL														
Facebook/Instagram	8/5 - 10/31													
Snapchat	8/5 - 10/31													
Influencer	TBD													
TOTAL PAID SOCIAL IMPRESSIONS														
SEM														
Google	8/5 - 10/31													
YouTube Shorts	9/3 - 10/31													
TOTAL PAID SEARCH IMPRESSIONS														
CAMPAIGN TOTAL														