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Visit NH Summer 2021 Media Plan

Media Channel	March				April				May				June				July				August				Total Spots/Impressions						
Monday Calendar Dates	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9		16	23				
<b>PRINT</b>																															
Yankee Co-op													5/3 - 6/30														287,301				
NHBR													5/3 - 6/30														32,000				
<b>TOTAL PRINT IMPRESSIONS</b>																											<b>319,301</b>				
<b>TV</b>																															
WMUR - New Hampshire									42	43	41				41	43	41												251		
WFXT - Massachusetts												92	92				92	91										367			
ENAC - Providence										5	5					5	5											20			
WNAC - Providence FOX									25	25					25	25												100			
WPRI - Providence CBS									20	20					20	20												80			
WJAR - NBC 10									17	17				17	17													85			
WTIC - Fox CT												99	97				95	96										428			
WNBC - New York NBC												31	32				32	31										126			
Comcast (New England Cable Zones)									28,035																		28,035				
<b>TOTAL TV/ODI/OTT SPOTS</b>																											<b>29,492</b>				
<b>OOH</b>																															
<b>Boston</b>																															
Outfront - Boston													5/10 - 7/4														13,118,576				
ClearChannel - Boston													5/3 - 5/29														32,012,289				
JCDecaux - Boston Logan													5/3 - 6/30														14,401,265				
Hartford													5/3 - 5/30														1,772,320				
Lamar - Hartford													5/17 - 6/6														14,377,096				
Outfront - Hartford													5/17 - 6/6														674,440				
<b>Providence</b>													5/17 - 6/6														796,844				
Lamar - Providence													5/17 - 6/6														17,991,410				
Outfront - Providence													5/10 - 7/4														12,070,820				
<b>New York</b>													5/10 - 7/4														12,070,820				
Outfront - New York													5/10 - 7/4														17,991,410				
Clear Channel- New York													5/10 - 7/4														12,070,820				
<b>New Hampshire</b>													5/10 - 7/4														12,070,820				
Outfront - New Hampshire													5/10 - 8/1														793,685				
ATA Outdoors - New Hampshire													4/26 - 6/27														10,000				
Binnia Media - New Hampshire													5/23 - 7/4				7/5 - 7/18														877,000
<b>TOTAL OOH IMPRESSIONS</b>																											<b>108,897,745</b>				
<b>DISPLAY</b>																															
Matador													5/3 - 6/30														8,750,000				
Iron & Air													5/3 - 6/30														2,900,000				
Sojem													5/3 - 6/30														11,200,000				
DynAdmic													5/3 - 6/30														7,261,905				
Teads													5/3 - 6/30														1,011,905				
AdTheorent													4/19 - 6/30														16,735,153				
<b>TOTAL DISPLAY IMPRESSIONS</b>																											<b>47,858,962</b>				
<b>CTV</b>																															
Tremor													5/3 - 6/30														6,882,353				
<b>TOTAL CTV IMPRESSIONS</b>																											<b>6,882,353</b>				
<b>RADIO</b>																															
Pandora													5/3 - 6/30														11,769,863				
<b>TOTAL RADIO IMPRESSIONS</b>																											<b>11,769,863</b>				
<b>SOCIAL</b>																															
Facebook/Instagram					3/22 - 8/30																7/1 - 8/30				11,893,875						
Snapchat													4/19 - 8/30												7/1 - 8/30				5,833,333		
Pinterest					3/22 - 8/30																7/1 - 8/30				2,625,000						
TikTok													5/3 - 6/30														3,777,415				
Influencers													5/3 - 6/30														2,000,000				
<b>TOTAL PAID SOCIAL IMPRESSIONS</b>																											<b>24,129,624</b>				
<b>SEM</b>																															
Google													5/3 - 6/30												7/1 - 8/30				1,800,000		
YouTube													4/19 - 6/30														900,000				
Gmail													5/3 - 6/30														900,000				
<b>TOTAL PAID SEARCH IMPRESSIONS</b>																											<b>3,600,000</b>				
<b>CAMPAIGN TOTAL</b>																											<b>203,168,039</b>				