



BUCKET
MEDIA

WWW.BUCKETMEDIACO.COM

ONLINE PROPOSAL



Columbia Regional Airport

May - September 2017

Denver Flights

Search Network

- Geographically targeted
 - Mid-Missouri's 13 county area including Springfield & Laclede County
- Relevant search terms
 - Flights to Denver, CO, Los Angeles, etc.
- Relevance = ad rank = higher CTR = lower CPC
- Served through Google & partner sites
- Includes desktop, mobile & tablet

Display Network

- Geographically targeted
 - Mid-Missouri's 13 county area including Springfield & Laclede County
- Keyword targeting
 - Denver flights, Denver hotels, snow ski trips, etc.
- Topic targeting
 - Travel, business
- Interest targeting
 - In-market: airline tickets, hotels, etc.
 - Business professionals
- Includes desktop, mobile & tablet

Display Retargeting

- Recent site visitors eligible to be served display ads
- Frequency caps available
- Includes desktop , mobile & tablet

Display Geofence

- Display ads served to users at or who are at or have recently visited specific locations
 - Columbia/Jefferson City
 - Large businesses that also have Denver, CO locations
 - CenturyLink
 - Gates
 - Shelter Insurance
 - State Farm Insurance
 - University of Missouri
 - Veterans United Home Loans

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ONLINE PROPOSAL



- Demographically targeted
 - Business traveler: Adults 35-64
 - Student traveler: Adults 18-25
 - Leisure traveler: Adults 25-64
- Geographically targeted
 - Mid-Missouri's 13 county area including Springfield & Laclede County
- Psychographically targeted
 - Business traveler: Household Income above \$75,000+
 - Student traveler: Attends one of the following schools:
 - Central Methodist University, Columbia College, Missouri State University, Moberly Area Community College, Truman State University, University of Central Missouri, University of Missouri, Westminster College, William Woods University
 - Leisure traveler:
 - Interested in adventure traveling, biking, hiking, skiing, vacations, etc.
 - Interested in Denver, CO
 - Interested in traveling west (destinations beyond Denver)
- Includes desktop, mobile & tablet

Instagram

- Promoted posts/videos in user's native newsfeed
 - Includes promoted contests i.e. "Tag, Like & Follow" contest
- Demographically targeted
 - Business traveler: Adults 35-64
 - Student traveler: Adults 18-25
 - Leisure traveler: Adults 25-64
- Geographically targeted
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 - Leisure traveler:
 - Interested in adventure traveling, biking, hiking, skiing, vacations, etc.
 - Interested in Denver, CO
 - Interested in traveling west (destinations beyond Denver)
- Includes mobile & tablet

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MEDIA PROPOSAL



**Columbia Regional Airport
May - September 2017
Denver Flights**

Pandora

- Target: Adults 35-64 with a layer of Business Travelers
 - Columbia-Jefferson City DMA
 - Camden and Laclede Counties
- Mobile Audio
 - Includes :30 Audio Ad and Companion Tile Banner Ads (500x500 and 300x250)
 - 7% Share of Voice per month
 - May through September
- Video Everywhere
 - Includes :30 Video Ad and Companion Tile Banner Ads (500x500 and 300x250)
 - 10% Share of Voice per month
 - Added to the campaign starting in June when video is available through September
 - This component also includes Leisure Travelers
 - Includes desktop, mobile & tablet
- Flights:
 - May – September

Pandora Investment: \$20,000.00

Digital Billboard

- Monthly (4 week) contract
 - Five-month commitment
- Location (will vary based on availability)
 - Springfield – 1 board
- Creative can be changed as often as we would like
- \$2,354.00 Monthly Investment

Digital Billboard Investment: \$11,770.00

TOTAL MEDIA INVESTMENT: \$31,770.00

CREATIVE PROPOSAL



Two 15-Second Radio Ads

These will have the same messaging and feel as the 30-second video ad, but with some variations.

- Professional music and voice-over
- One set of minor post-production edits

Two 10-Second Video Ads

HD videos for social media. They will be similar to the 15 and 30-second videos but with a much softer sell and a little more informal with no voice-over.

- Shot in Denver
- Use of actors and locations to enhance the message
- Animated graphics
- Professional music
- One set of minor post-production edits per ad*

One 6-Second Bumper

6-Second version of the 30-second video ad to be used for YouTube pre-roll.

- Animated graphics
- Professional music
- One set of minor post-production edits *

Blogs and Vlogs Content

Relevant and engaged content to highlight the new direct flights to Denver.

- Bucket Media will create and execute the production of 12 blogs/vlogs
- Content will be used in online and social media campaigns
- Bucket Media will manage all research, writing, pre-production, production and post- production
- Blogs can be posted on Columbia Regional Airport's website
- Vlogs will be uploaded to Columbia Regional Airport's YouTube channel

Two Cinemagraphs

Eye-catching images for Instagram.

- Shot in Columbia or Denver

CAMPAIGN SUMMARY



INVESTMENT SUMMARY

- Online: \$152,600.00
- Social Media: \$45,830.00
- Media: \$31,770.00
- Creative: \$19,800.00

TOTAL INVESTMENT: \$250,000.00

All creative components will be property of the client. More than 2 minor edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

APPROVAL

Name: _____

Signature: _____

Date: _____