

MEDIA	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MEDIA TOTAL	NOTES
Digital	\$0.00	\$12,600.00	\$12,600.00	\$12,600.00	\$37,800.00	Facebook/Instagram ads target English
Radio	\$1,281.00	\$16,168.00	\$16,168.00	\$16,168.00	\$49,785.00	Covers 3 Spanish language radio groups. Sept. targets Labor Day weekend
TV		\$9,284.00	\$9,284.00	\$9,284.00	\$27,852.00	Includes prime time
Billboard	\$0.00	\$10,670.00	\$10,670.00	\$10,670.00	\$32,010.00	Electronic signage for 3 locations: Weslaco, Edinburg, McAllen
Signage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Campaign signs for unincorporated areas of the county
Direct Mail	\$0.00	\$0.00	\$57,000.00	\$0.00	\$57,000.00	Educational messages timed for after election but before Thanksgiving and Christmas. Targets 164,000 households in unincorporated Hidalgo County
Print Ads	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$7,500	Ads/digital with Socialife publication
Printing		\$5,000.00	\$0.00	\$0.00	\$5,000.00	Includes pamphlets for promotoras to distribute in unincorporated areas
TOTAL	\$1,281.00	\$56,222.00	\$108,222.00	\$51,222.00	\$216,947.00	\$216,947.00

MEDIUM PERCENTAGE OF TOTAL BUY

Printing

2.3%

Print Ads

3.5%

Direct Mail

26.3%

Billboard

14.8%

Digital

17.4%

Radio

22.9%

TV

12.8%

