

1000 Islands Nickel cup Regatta 2017 Media Plan

TYPE OF MEDIA	CIRCULATION FIGURES	DISTRIBUTION (MARKET)	TOTAL # OF INSERTIONS	Insertion	TOTAL VALUE			
				Dates	PAID (A)	IN-KIND		
PRINT								
Map & brochure distribution	50000	USA, Quebec		Apr-17	\$500.00	\$8,000.00		
Watertown Times	50000	USA	2	May-17	\$500.00	\$1,200.00		
Fort Drum Gazette	20000	USA	3	May-17	\$400.00	\$1,000.00		
West Island Gazette	50000	Quebec	3	May-17	\$1,200.00	\$1,200.00		
1000 Islands Travel Guide	250000	USA	1	Jan-17	\$1,000.00	\$1,000.00		
DIGITAL								
TI International Council	Online & TV	USA	1000	Jan-17	\$2,000.00	\$20,000.00		
Social Media Facebook, Instagram, Twitter	Unlimited	USA, Quebec International	1 million	Apr-17	\$2,500.00			
OTHER (Please specify)								
Radio (100km away)				May-17	\$1,000.00	\$1,000.00		
ACHA program and website				Jan-17		\$3,000.00		
Unpaid online blogs, posts, videos				Apr-17		\$15,000.00		
Local Print				May-17	\$750.00	\$1,000.00		
Partner on line promotions				Feb-17		\$5,000.00		
TOTALS				TOTAL VALUE PAID MEDIA (A)	\$9,850.00	\$57,400.00		
				IN KIND		\$114,800.00		
				TOTAL VALUE		\$124,650.00		
IN KIND NOTE								

Our advertising and promotion will be connected directly to the 1000 Islands Accommodation Partners buys. Some of our buys are a portion of the overall buy therefore the in-kind is higher. We are also the beneficiaries of their aggressive travel media program which brings bloggers, online influencers, and print writers to our region. As a major event we garner excellent unpaid coverage across all media platforms.