



FY2019 MEDIA RECOMMENDATION: LEISURE CAMPAIGN



All Segments

Table with columns for Target Segment, Ad Unit, Geography, DELIVERY, and months from SEPT 18 to SEPT 19. Includes rows for Targeted NFL Games, Broadcast Calendar, Leisure, DIGITAL, and various Adara, Conde Nast, and MNI advertising spots.

Jags Games:
 Week of Oct 15: Houston @ JAX
 Week of Oct 22: Eagles vs Jags @ London
 Week of Nov 5: Jags @ Indy



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Target Segment	Ad Unit	Geography	DELIVERY	SEPT 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19	APR 19	MAY 19	JUNE 19	JULY 19	AUG 19	SEPT 19	Total Spend	% Allocation By Target Segment																																																			
Targeted NFL Games																																																																					
Broadcast Calendar (Monday)																	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	16	23
PRINT																	\$52,644	4%																																																			
2018 Inspiration Guide	All segments	1/3 page ad	National	465,000 CIRC													\$7,666																																																				
2018 Official Visit Florida Magazine	All segments	Full Page ad, Full page sponsored feature, reader response card	National	400,000 CIRC													\$16,601																																																				
2018 Official Visit Florida Digital Magazine	All segments	Digital Magazine + links to Visit Jax website	National	850,000 IMPs													\$0																																																				
Garden & Gun: Print ad	Arts/Culture/History and Culinary	1/3 Page	National	375,000 CIRC													\$7,791																																																				
Garden & Gun: Visit Florida Section ad + Advertorial	Arts/Culture/History and Culinary	1/2 Page + Advertorial	National	375,000 CIRC													\$20,586																																																				
OUTDOOR																	\$40,000	3%																																																			
Innovation Outdoor	Active Adults and Arts/Culture/History	Barclay Center Digital Screen and POI Geofencing	New York	TBD													\$10,680																																																				
Innovation Outdoor	Active Adults and Arts/Culture/History	Bike Share (1), Metro Lights (4) and POI Geofencing	Chicago	TBD													\$7,060																																																				
Innovation Outdoor	Active Adults and Arts/Culture/History	Billboards and POI Geofencing	Atlanta	TBD													\$12,700																																																				
Innovation Outdoor	Active Adults and Arts/Culture/History	Billboards and POI Geofencing	Charlotte	TBD													\$9,560																																																				
IN FLIGHT																	\$36,795	3%																																																			
American Airlines	All segments	:30 Spot (On Demand Spot)	All American Airlines Flights	6,500,000 IMPs													\$3,295																																																				
Delta Sky	All segments	1/2 Page	All Delta Sky Flights	608,529 CIRC													\$11,500																																																				
Southwest Magazine	All segments	The City You Are Missing	All Southwest Magazine Flights	450,000 CIRC													\$16,500																																																				
Sunseeker (Allegiant)	All segments	Cover Page, 1/3 page TOC, Full page ad, 2 pages of editorial	All Sunseeker Allegiant Flights	48,000 CIRC													\$5,500																																																				
CABLE																	\$250,000	20%																																																			
Charlotte	All segments	:30 Spot	Charlotte	1,285,000													\$45,000																																																				
Atlanta	All segments	:30 Spot	Atlanta, GA	4,672,000													\$205,000																																																				
DIGITAL RADIO																	\$30,000	2%																																																			
Pandora: Mobile Audio with Standard Banner	Sports	:30 audio and 300x250	Houston	1,568,628													\$12,000																																																				
Pandora: Mobile Display with Standard Banner	Sports	300x250	Houston	882,354													\$3,000																																																				
Pandora: Mobile Display with Standard Banner	Sports	300x250	Indianapolis	441,177													\$3,000																																																				
Pandora: Mobile Audio with Standard Banner	Sports	:30 audio and 300x250	Indianapolis	1,568,628													\$12,000																																																				
TOTAL																	\$1,225,000	50																																																			
MEDIA BUDGET																	\$1,275,000																																																				
(OVERAGE)/CONTINGENCY																	\$50,000																																																				

*Costs are estimated and subject to change based on finalized negotiations.

Out of Home
 Cable/Infliight Video
 Digital
 Print
 Radio
 Sports Promotion