

) date	March 19, 2022
PROJECT	4-H License Plate Media Recommendations
	The Arizona 4-H Youth Foundation

Arizona specific newsletters and publications will run ads alongside editorial detailing the 4-H License Plate Campaign. Rates vary by publication, size, and campaign duration. In general, print ads are mid-budget buys with limited analytics.

### **PUBLICATION EXAMPLES**

Arizona Agriculture Choices Arizona Horse Connection Arizona Veterinary News Western Horseman

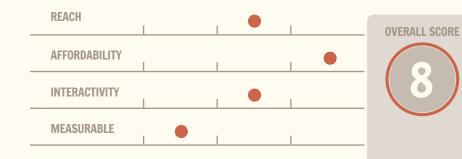
### RATES

Specific rate cards are available

Free - \$500 per issue 1000 - 25,000

## DISTRIBUTION

1000 - 25,000





Example 1/8th page ad

Variety mix and country stations in Phoenix and Tucson are shown. The targeted demographic and affordability make radio a standout marketing opportunity. Options to pause campaigns and change play times are appealing.

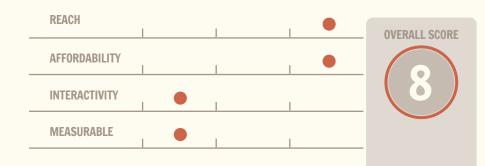
### **STATIONS**

92.9 The Bull (Tucson) 95.5 The Mountain (Phoenix) 102.5 KNIX (Phoenix)

### RATES

Rates vary based on time and station. Prices are per spot. Production is included\*

15 second: \$10 - \$90 30 second: \$10 - \$140









#### Example script

Truck brakes squeak and gravel crunches. Truck comes to stop.

Her: Fancy new license plate you've got there!

Him: That's the brand new Arizona 4-H license plate from ADOT. That deep blue and green color looks great with my truck eh?

Her: (sultry) mmhmm, it kind of matches your eyes.

Him: Awe, help me unload this hay. The best part is that all the profits from the sale of the plate benefit 4-H youth programs in Arizona! See, I did it for the kids.

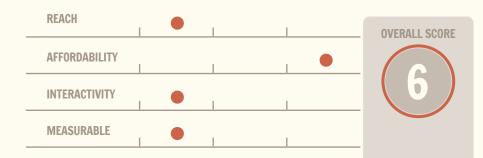
Her: (*slaps his shoulder and pulls him closer*) I always knew you were a good guy.

Voice over male voice: On sale now! Visit ADOT.gov or support4h. com to order your NEW Arizona 4-H license plate today. That's support4H.com



Stock shows are a great way to communicate to your target market. Coordinated signage will capture audience attention. To avoid direct sales pitches on signage in the show ring, we will use the *"support4H.com"* website to house everything from charitable giving, shopping, and funneling visitors to AZDOT.gov.







Online ads are the most targetable and trackable. They generate a huge and measurable return for a relatively small investment.

### **GOOGLE ADS**

Highly targeted for searches like, "vehicle registration" "vanity plate" Pay as you go model Clickable

SCORE

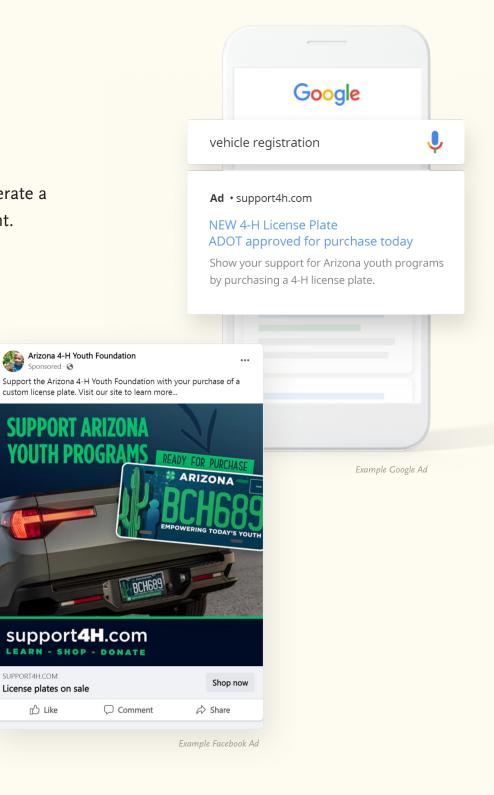
SUPPORT4H.COM

🖒 Like

### **FACEBOOK ADS**

Minute demographic targeting Clickable Pay as you go model Change graphics mid campaign

REACH		OVERALL
AFFORDABILITY		
INTERACTIVITY		
MEASURABLE		



SOCIAL



People make purchases based on the recommendations from friends, in fact 83% of Americans say word-of-mouth influences their purchases. We will partner with 4-H supporters around Arizona and use their images as promoted posts.

### **FACEBOOK & INSTAGRAM**

These promoted posts are more personal than traditional ad content.



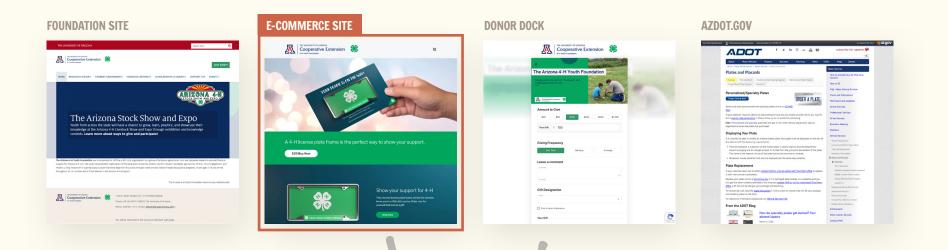
A single website will serve as a portal to, or integrate all four of the sites shown below. This allows us to:

Measure traffic effectively

Display an easy to remember URL

Verbalize the URL easily on radio

Cross promote events and merchandise



# support4H.com

This is my recommended distribution for a 12-month campaign with a theoretical budget of **\$7,500**.

	PRINT	RADIO	<b>EVENTS</b>	ONLINE ADS	SOCIAL	WEBSITE
PERCENT OF BUDGET	18%	35%	15%	18%	4%	10%

Campaign management, reporting, and design time is billed hourly in addition to the ad shown above.

Estimated 10 hours monthly x \$85/hour