

Arkansas Department of Parks & Tourism
2017 Spring/Summer Media Flowchart

Date: 8/24/16

MEDIA	2017						UNITS	COSTS	TOTALS															
	JANUARY		FEBRUARY		MARCH						APRIL		MAY		JUNE									
	26	2	9	16	23	30	6	13	20	27	3	10	17	24	1	9	15	22	29	5	12	19	\$	
TELEVISION																								
OUT-OF-STATE																								
Spot Cable																							5	\$1,238,891
Spot Broadcast																							5	\$1,137,699
Hispanic Broadcast - Dallas/Houston																							5	\$50,000
Blarson TV (Visitor TV & Vacation Channel)																							3	\$12,000
SUBTOTAL OUT-OF-STATE:																								\$2,438,590
IN-STATE																								
Spot Cable																							5	\$138,400
Spot Broadcast																							5	\$94,484
Hispanic Broadcast - Little Rock/NWA																							5	\$10,000
Talk Business & Politics Partnership																							6	\$7,059
TBA Partnership																							6	\$40,000
Cable Television Association of Arkansas																							6	\$25,000
SUBTOTAL IN-STATE:																								\$314,932
TOTAL TELEVISION:	\$12,010	\$12,010	\$12,010	\$1,617,544	\$1,083,699	\$16,010		\$2,753,522	49.4%															
DIGITAL TV																								
OUT-OF-STATE																								
Hulu Digital TV																							6	\$130,000
NCC Digital TV																							6	\$50,000
Connected TV (Y!Me & Crackle-Centro)																							6	\$130,000
FBS Digital TV																							6	\$15,847
National Geographic Traveler Digital TV & YouTube (integrated media package)																							6	\$133,000
SUBTOTAL OUT-OF-STATE:																								\$468,847
IN-STATE																								
Hulu Digital TV																							6	\$30,000
NCC Digital TV																							6	\$15,000
Connected TV (Y!Me & Crackle-Centro)																							6	\$20,000
FBS Digital TV																							6	\$2,000
SUBTOTAL IN-STATE:																								\$67,000
TOTAL DIGITAL TV:																								\$535,847
WEBSITE																								
OUT-OF-STATE																								
Geotargeted Digital																							3	\$1,025,000
National Geographic Traveler Digital (integrated media package)																							6	\$67,000
Digital Co-ops																							n/a	n/a
SUBTOTAL OUT-OF-STATE:																								\$1,092,000
IN-STATE																								
Geotargeted Arkansas Digital																							3	\$54,000
Digital Co-ops																							n/a	n/a
SUBTOTAL IN-STATE:																								\$54,000
TOTAL DIGITAL WEBSITE:																								\$1,146,000
TOTAL DIGITAL:	\$33,333	\$33,333	\$33,333	\$584,323	\$584,323	\$393,000		\$1,861,647	29.8%															
MAGAZINE																								
OUT-OF-STATE																								
Ark Tourist																							1	\$19,010
AAFP: The Magazine																							1	\$79,213
American Way																							1	\$37,395
Bicycling																							1	\$33,097
Bike																							2	\$24,400
Cloud 9																							1	\$883
D Magazine																							1	\$10,520
Dir Rag																							1	\$4,316
Escape to the Southeast																							1	\$3,951
Garden & Gun																							1	\$20,899
GoForkum																							1	\$10,025
Louisiana Life																							1	\$2,955
Memphis Magazine																							1	\$2,250
Midwest Living																							1	\$63,834
MCA (BMW Owners)																							1	\$2,444
National Geographic Traveler Print (integrated media package)																							1	\$49,412
National Parks Magazine																							1	\$7,647
Nature Conservancy																							1	\$25,970
Oklahoma Magazine																							1	\$3,179
Outside Magazine																							1	\$56,870
Outdoor American																							2	\$3,505
Ride Texas																							1	\$2,100
Rider																							2	\$9,940
RoadRunner																							1	\$4,585
Southern Gaming & Destinations/Midwest Gaming & Destinations																							1	\$4,729
Southern Living																							1	\$66,904
Southwest: The Magazine																							1	\$28,435
St. Louis																							1	\$4,795
Texas Monthly																							1	\$24,282
Via (USA Discover America Inspiration Guide)																							1	\$29,500
Wing Road																							1	\$3,200
SUBTOTAL OUT-OF-STATE:																								\$652,706
IN-STATE																								
Arkansas Business																							2	\$4,764
Arkansas Green																							1	\$4,412
Arkansas Life																							2	\$3,002
Arkansas Wild (Arkansas Times publishing)																							2	\$2,160
AV																							2	\$2,848
Citiescape																							1	\$1,908
OutSouth																							1	\$769
SI Living (Arkansas Times Publishing)																							2	\$2,304
Food & Farm (Arkansas Times Publishing)																							1	\$1,110
La Phens																							2	\$1,330
Northwest Arkansas Business																							2	\$3,630
Northwest Arkansas Newcomers Guide (NWA Business Published)																							1	\$1,795
Viva Arkansas																							2	\$1,818
SUBTOTAL IN-STATE:																								\$31,832
TOTAL MAGAZINE:	\$57,724	\$0	\$143,963	\$349,824	\$125,942	\$7,095		\$884,538	12.3%															
RADIO																								
OUT-OF-STATE																								
Early Summer Value Radio																							6	\$129,550
SUBTOTAL OUT-OF-STATE:																								\$129,550
IN-STATE																								
See Arkansas First Spring Break Radio																							3	\$79,400
See Arkansas First Early Summer Value Radio																							6	\$142,282
SUBTOTAL IN-STATE:																								\$221,682
TOTAL RADIO:	\$0	\$52,933	\$26,467	\$0	\$90,825	\$181,250		\$351,232	6.3%															
OUT-OF-HOME																								
OUT-OF-STATE																								
Digital Outdoor Dallas																							8	\$51,600
SUBTOTAL OUT-OF-STATE:																								\$51,600
IN-STATE																								
Welcome Center Out-of-Home																							6	\$19,000
SUBTOTAL IN-STATE:																								\$19,000
TOTAL OUT-OF-HOME:	\$3,167	\$3,167	\$3,167	\$22,517	\$35,417	\$3,167		\$75,000	1.3%															
NEWSPAPER																								
IN-STATE																								
See Arkansas First APA Newspaper																							1	\$50,000
Arkansas Democrat-Gazette Explore Arkansas Section																							1	\$7,500
SUBTOTAL IN-STATE:																								\$57,500
TOTAL NEWSPAPER:	\$0	\$0	\$7,500	\$0	\$50,000	\$0		\$57,500	1.0%															
Monthly Total	\$199,234	\$101,443	\$226,429	\$2,074,269	\$1,970,087	\$880,521	Total \$	\$5,579,843	99.8%															
Quarterly Total	\$594,105		\$514,739																					