

Preventing the Misuse and Abuse of Opioids FY20 Media Recommendation

Created 1.20.20	January				February				March					April					May					June				July				August					Media Totals
Week of:	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24		
Holidays/Important dates	NYE			MLK				Pres Day								Easter										Mem Day				4th							
OPI - Adults 18+																																					
Project Hope - Overdose/Treatment																																					
Statewide																																					
Digital																																					
Programmatic																																					
Audience, Contextual, Behavioral																																					
570K IMP per month																																	\$ 25,650				
Video Pre-roll																																					
:30 - Audience, Contextual, Behavioral																																					
200K IMP per month																																	\$ 25,716				
YouTube																																					
:30 - sports, entertainment, gaming, youtube stars, pets, etc.																																					
15,000 views per month																																	\$ 11,700				
Facebook - Paid Ads																																					
\$500 per month																																	\$ 3,000				
Google AdWords																																					
\$1,000 per month																																	\$ 6,000				
																																Est. O/T Media	\$ 72,066				
Employer Tool Kit																																					
Statewide																																					
TV																																					
Broadcast																																					
:30 - KTUU - 2x per week on 6p & 10p news																																					
17 17 17 17 17 17 17 17 17 17 17 17 17																																	\$ 25,850				
Cable TV																																					
:30 - HGTV, ESPN and USA																																					
30 30 30 30 30 30 30 30 30 30 30 30 30 30 30 30 30																																	\$ 44,499				
Matching networks: TBS, Discovery, USA																																					
100% Matching																																	\$ -				
Radio																																					
Public Radio																																					
APRN - :30 - AK Morning news, AK Nightly news																																					
4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4																																	\$ 6,588				
Print																																					
Alaska Business Monthly																																					
Half page, FC																																					
space due 2/20																																					
Corportate 100 Oil & Gas Directory Transportation/Construct																																	\$ 6,525				
Digital																																					
Akbizmag.com - top position																																					
Ads on category pages; fisheries, oil & gas, Tourism - 970x250, 300x250 mobile																																					
40,500 IMP																																	\$ 2,000				
Programmatic																																					
Audience, Contextual, Behavioral																																					
300K IMP per month																																	\$ 9,000				
Video Pre-roll																																					
:30 - Audience, Contextual, Behavioral																																					
100K IMP Per month																																	\$ 8,572				
Connected TV																																					
Device targeting																																					
50K IMP per month																																	\$ 8,236				
YouTube																																					
:30 - employers, business, sports, news, entertainment																																					
7,000 views per month																																	\$ 3,640				
Facebook - Paid Ads																																					
\$500 per month																																	\$ 2,000				
Google AdWords																																					
\$1,000 per month																																	\$ 4,000				
																																Employer ToolKit media	\$ 120,910				
																																Total OPI Media	\$ 192,976				