



### See Plymouth Covid-19 Advertising Recovery Plan

Ads	Print	Broadcast	Digital	Publication Date	Approx. Cost
Only in MA (H,F,O)			X	Summer 2020	\$1500
AARP (O)	X (1/3 page)		X	April/May 2021	\$13,000
Conde Nast (O,H)	X (Full page)			March 2021	\$2100
Travel & Leisure (O, H))	X (Full page)			March 2021	\$2900
Addy.com \$540 (F)			X	Summer 2020	\$540
American Road (H,F,O)	X (Full page)		X	Summer (July/August)	\$3900
Boston Spirit Magazine (LBGT H,F,O)	X (Full page)			Sept/Oct 2020	\$3000
Coastal Home Life (F,O)	X (4 pages)		X	Spring 2021	\$3100
USA Today (H,O)	X (NE Edition)			July 2020	\$4100
WBZ Radio (F)		X		July 2020	\$3000
WCVB TV (F,O)		X	X	July 2020 & Spring 2021	\$20,000
Yankee (H,F,O)	X (Full page)			Sept/Oct 2020	\$3100
RTC Billboards & MBTA Posters (F)			X	7,8,9 2020	\$7500
WGBH Radio (H,O)		X	X	Aug 5 - 16	\$3000
WATD Radio (F,O)		X		12 Months	\$5600
Old Colony Memorial (F,O)	X		X	(TBA)	\$3000
VisitNewEngland.com (H,O)			X	12 Months	\$7200
New York Times (H,F,O)			X	August (4 weeks)	\$1000
Cision Software				Annual	\$8000
Sperling Consultants				Annual	\$7000
<b>Total</b>					<b>\$102,540</b>

Supplemental Funding from 2021 will be positioned to evaluate quarterly and target additional dynamic markets of need, as well as maintain the marketing infrastructure See Plymouth now has in place.

Eighteen ads through June 30, 2021  
 Nine will run through end of 2020  
 Six will run between January and June 2021  
 Three will run twelve months

**H=Heritage Visitors**  
**F=Family Visitors**  
**O=Over 50 & Multigen**