

BEA
Visit NH Summer 2022 Media Plan

Media Channel	March				April				May					June				July				August				Total Spots/Impressions		
Monday Calendar Dates	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22		
PRINT																												
Yankee Co-op																												287,301
TOTAL PRINT IMPRESSIONS																												
TV																												
WMUR - New Hampshire										95	95	97	11	11	95	97												501
ENAC - Providence										16	16	16			16	16												80
WNAC - Providence FOX										27	27	27			27	27												135
WPRI - Providence CBS										75	75	75			70	66												361
WJAR - NBC 10										20	18	18			17	17	18	18										126
WJAR Custom Segment																												N/A
WTIC - Fox CT										106	103	102					103	99										513
WCCT - Connecticut										30	31	30					30	30										151
WCCT Custom Segment																												N/A
WNBC - New York NBC											12	12	12				11	9										56
Comcast (New England Cable Zones)																												46,528
Comcast (Long Drive Zones)																												
Canadian TV Montreal										17	14	16	21	21	8	20	21											521
Canadian TV Toronto										7	10	6	9	9	0	12	12											60
TOTAL TV/OD/OTT SPOTS																												
OOH																												
Boston																												
Back Bay Station Domination																												1,506,064
I-93 Digital Billboard																												2,375,804
Boston Digital Billboard Network																												8,050,830
Hartford																												
Hartford Digital Billboard Network																												5,613,220
I-91 Static Billboard																												2,892,880
I-95 Static Billboard																												2,366,080
Providence																												
Rt 1 Digital Billboard																												229,328
Rt. 6 Digital Billboard																												55,980
Rt. 6 Digital Billboard																												61,720
I-295 Digital Billboard																												643,152
New York																												
Times Square Corner Wrap (2 pieces)																												5,235,332
Madison Square Garden Adjacent Digital Corner Wrap																												14,480,060
Times Square Curved Digital Beast																												24,887,748
Street Level Digital Signage																												8,002,428
Street Level Video Signage																												7,484,065
New Hampshire																												
95N Static Billboard																												1,284,420
Montreal																												
Montreal Digital Billboards																												6,895,126
Toronto Digital Billboards																												15,850,345
TOTAL OOH IMPRESSIONS																												
DISPLAY																												
Matador																												6,900,000
TravelSpike																												4,666,667
DynAdmic																												7,500,000
Sightly																												4,392,361
AdTheorent																												21,775,862
TOTAL DISPLAY IMPRESSIONS																												
CTV																												
Tremor																												8,000,000
TOTAL CTV IMPRESSIONS																												
RADIO																												
Pandora																												28,225,290
TOTAL RADIO IMPRESSIONS																												
SOCIAL																												
Facebook/Instagram																												22,275,000
Snapchat																												2,506,667
Pinterest																												2,341,846
Influencers																												50,000
TOTAL PAID SOCIAL IMPRESSIONS																												
SEM																												
Google																												1,840,000
YouTube																												#REF!
Google Discovery																												700,000
TOTAL PAID SEARCH IMPRESSIONS																												
CAMPAIGN TOTAL																												