

SOCIAL MEDIA

Sample Traditional and Social Media Plan

Media	2015																														
	January					February					March					April					May					June					
Video																															
Television -																															
ABC, NBC, CBS, FOX																															
Cable Television																															
MTV, TBS, TBS, USA, VML, ESPN, TLC, FOOD																															
YouTube.com																															
ADS-S&B target																															
MLB.com																															
ESPN network, ESPN.com																															
Radio																															
Terrestrial Radio																															
AC, Rock, CHR, Country																															
Digital Radio																															
Pandora, iHeart, Spotify																															
Out-of-Home																															
Digital Billboards																															
Location: 4000, 4740, 4645																															
Bill Displays																															
PAID ADS: 4, PAID 4: 40																															
Newsprint & Online																															
Newsprint																															
Quarter page																															
Editorial																															
Home Page Takeover																															
SEM																															
Google																															
Paid Search (Text Ads)																															
Social Media																															
Facebook.com																															
Twitter.com																															
Digital Display																															
Local Ad Network																															
Google Display Network																															