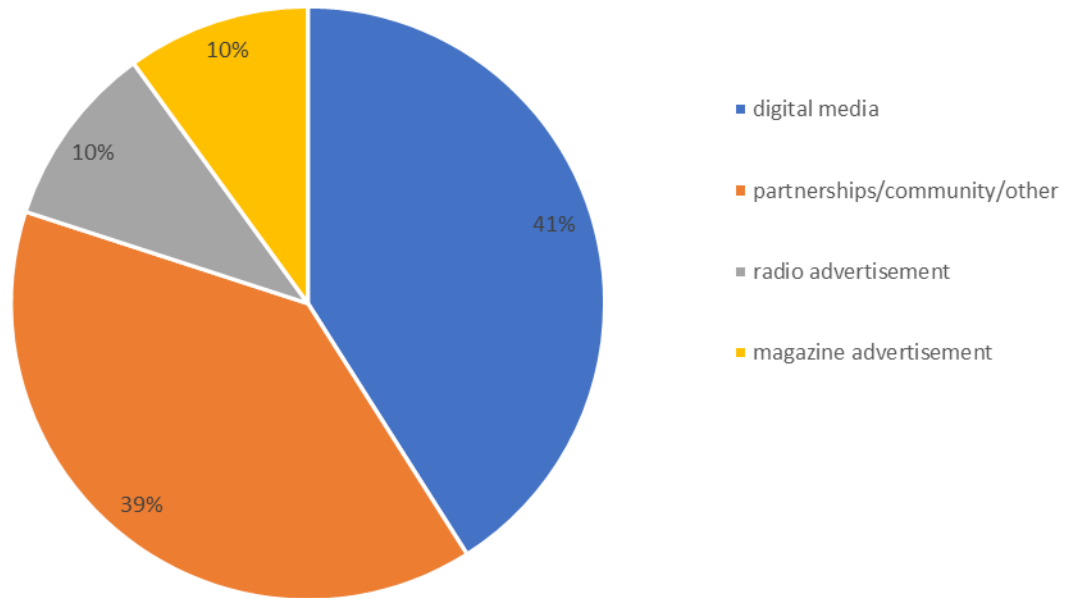




FY 2023 Marketing Budget Allocation

Montgomery Regional Airport will refocus its FY2023 Marketing Budget heavily towards digital media including social media advertising and print advertising to effectively reach the local MGM market. MGM's digital and social media efforts will stress the importance of flying locally and traveling with MGM first, promoting amenities, such as quick terminal access, easy TSA checkpoints, and less hassle through the MGM terminal will alleviate some of the stress of travel. The spend per channel is as follows:

% of Spend by Channel



Digital Proposals include: (details next page)

- Gray Media: \$135,000
- LOCALiQ: \$75,000
- WCOV FOX20: \$8,000

Gray Media Investment: \$135,000

Gray Television is a leading media company that owns and operates high-quality stations in 113 television markets that collectively reach 36 percent of US television households.

- WSFA News at 10 Billboard Sponsorship (20 ON-AIR commercials per month)
- Search & Site Retargeting (using geo fencing-targeting to business and leisure travelers)
- YouTube (10,000 views monthly)
- OTT Commercials Targeting (20,000 views monthly)
- Paid Social Media: Facebook ads from the WSFA News Facebook Page
- Central Alabama Business Break (Incentive)
- Promotion on all smartphone devices and geotargeting to local market via devices (Incentive)
- Camera Network (Satellite camera on the MGM airfield)

[View full proposal here](#)

LOCALiQ: \$75,000

LOCALiQ: An agency service that provides strategy design, creative services, storytelling by way of content strategies, media buying and project management for creative solutions.

- Email Targeting - to business and leisure travelers (2X per quarter (50,001 emails + reminder resend, Includes retargeting the email opens, retargeting Address level with display ads) 779,402 impressions per quarter)
- Direct Mail - 3x peak travel season (Spring Summer and Holiday) Target 5,001 individuals from Postal file, that fly American and Delta for Business and Leisure Travel. 20,003 Impressions per year
- Social - Top Zip Codes, HH Income, Business and Leisure Travelers (1x a month Facebook and LinkedIn – Approx. 225,000 impressions per month, 1x a quarter Pinterest – approx. 55,000 impressions per quarter)
- YouTube 1x a quarter (video) –approx. 100,002 impressions per quarter
- Geofencing - 1x per month - Geofencing American and Delta terminals in rotation monthly. Geofence MGM as conversion zone. 187,500 impressions per month
- USAToday.com added value of 750,000 impressions (Incentive)

[View full proposal here](#)

WCOV FOX20: \$8,000

WCOV FOX20 provides local content to Montgomery and Central Alabama. Fox 20 prides itself in bringing their viewers the best in entertainment and sports.

- Montgomery Weather Channel Banner
- Big 10 or Big 12 Football Package

[View full proposal here](#)