

Ivy Tech
AY24 MEDIA CALENDAR

Presented by Williams Randall Advertising:

8.22.23

QUARTER	3Q23								4Q23								1Q24								2Q24								ESTIMATED IMPRESSIONS	TOTAL GROSS COST															
PERIOD	Aug	September			October			November			December			January			February			March			April			May			June																				
WEEK OF	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23	10/30	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24				
CAMPAIGN / TACTICS	GEOGRAPHY																																																
TRADITIONAL MEDIA																																																	
TV	Statewide																																												7,200,000	\$180,000			
OOH	Statewide																																														83,333,333	\$250,000	
																																										90,533,333	\$430,000						
DIGITAL MEDIA																																																	
Paid Search	Statewide																																														903,000	\$180,600	
Display/Retargeting	Statewide																																															1,512,000	\$18,900
OTT Display Retargeting	Statewide																																																AV
Facebook/Instagram Static	Statewide																																															6,562,500	\$52,500
TikTok	Statewide																																															96,418	\$32,782
Snapchat	Statewide																																															902,857	\$44,800
YouTube	Statewide																																															11,200,000	\$89,600
OTT Video Streaming	Statewide																																															5,815,385	\$151,200
Audio Streaming (Pandora/Spotify)	Statewide																																															4,368,000	\$109,200
Event/Initiative Campaigns	Statewide																																																\$50,000
																																										31,360,159	\$729,582						
TOTALS																																										121,893,493	\$1,159,582						