	A	B	C	D	F	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
1	**Eureka Springs A & P Commissi**			**2018 Media Plan**																				
2	Report to Commission February 14			*Approved 12/2017*																				
3																								
4																								
5				AD	#																			
6		MEDIA		SIZE	ADS	J	A	M	A	M	J	J	A	S	O	N	D							
7	***Annual Publications***		CIRC (000)																					
8	Arkansas Tour Guide		500	Full Page		*continuous for all annual publications*																		
9	Branson Vacation Gu		500	1/2 Page																				
10	Arkansas Motorcycle		150	1/2 Page																				
11	Eureka Springs Moto		65	ack Page Full																				
12	NWA Tour Guide (NA		75	1/2 Page*																				
13	Walton Arts Center S		30	1/3 Page																				
14	Water & Woods		100	/2 Page Island																				
15																								
16	***Monthly Publications***																							
17	Garden & Gun (AR P		350	1/6 Page							1													
18	Midwest Living (AR F		950	1/6 Page						1														
19	Southern Living		1157							1														
20	Celebrate Magazine,		28	1/2 Page		1			2		3			4		5								
21	HerLife Kansas City		40	1/2 Page*		1		2	3		4		5	6										
22	Plano TX Profile		35	1/2 Page				1	2				3			4								
23	Outdoor Life	AI,AR,GA,F	100	1/2 Page*				1																
24	Idle Class (NWA/LR)		20	Full Page			1			2			3			4								
25	Tulsa Lifestyles		30	1/2 Page		1			2	3				4		5								
26	OKC Lifestyles		35	1/2 Page		1			2	3				4		5								
27	Arkansas Press Asso		15	Full Page					1															
28																								
30	Ar DemGaz		68D/85SUN	varies		1	2	*has or is running/ schedule varies*																
31	Tulsa World							*schedule varies*																
32	ArTimes (LR)		Wkly 30					1								2								
33	The Oxford American		Quarterly*	1/3 Page				1																
34	The Gayly		20	1/2 Page				1			2		3		4	5								
35	ES Independent		3	varies		1	2	*has or is running/ schedule varies*																
36	Lovely County Citize		3	varies		1		*has or is running/ schedule varies*																
37	ES Fun Guide			varies			1																	
38	The ES Visitor			varies																				
39																								
40																								
41																								

	A	B	C	D	F	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
42																								
43																								
44																								
45																								
46	**Eureka Springs A & P Commission**			**2018 Media Plan**																				
47	Report to Commission February 14			*Approved 12/2017*		J	F	M	A	M	J	JU	A	S	O	N	D							
48	***Television***		*US Market Size*																					
49	KTVT Dallas	CBS	5th	30							*value added with ME TV net-we*							*annual with rotating motion live screen banner*						
50	KFOR OKC	NBC	41st	30					*upcoming scheduling*															
51	KWTV OKC	CBS	47th	30			*schedule will vary between CBS/NBC stations*																	
52	NewCh6 Tuls	CBS	58th	30														*added value/CW Net & KCQO*						
53	41News KC	NBC	33rd	30			*Includes bonus sched on COSI TV*											*added value COSI TV*						
54	KATV LR	ABC	57th	30			*Includes 2-3 live segments on LR Morning*											*added value bonus spots on KATV afternoon programming*						
55	KY3 Spfld	NBC	75th	30			*Daily Live Eureka weathercam, WX sponsor/News*											*Annual Contract*						
56	KFSM FtSm/F	CBS	99th	30																				
57	KHOG FAY	ABC	99th	30																				
58	KODE Jop/Pi	ABC	151st	30			*Rotating Business Showcase alt between KSN & KODE*																	
59	KSN JOP/PIT	NBC	151st	30																				
60	AETN State	PBS	57th	15 sec				*AETN Web & Program Guide Monthly*										*Annual Contract/Antiques Roadshow USA/2-times weely*						
61	*ETN program guide for Antiques Roadshow 2-times weekly*																							
62				**Wkly TV banner*																				
63				***Web added*																				
64			****LR Today 2-3 live segments in LR*																					
65	****WX Sponsor/ES Webcam/rotating sponsor NBC/ABC/CW stations 365days*																							
66																								
67																								
68	***Radio***					J	F	M	A	M	J	JU	A	S	O	N	D							
69	KUAF Fay	NPR	n/a	varies		*Annual underwriting for Public Radio w/ frequent updates to content*																		
70	KIX 104 NWA	Countr	n/a	30 sec																				
71	KESA Eureka	Contm		30 sec																				
72	KHOZ Harris	County	n/a/	30 seci																				
73	Magic 109.9	Contm																						
74																								
75	***Billboard***																							
76	**Ashby Outdoor**																							
77	Hwy 102 & Walton B		Bentonville	10'x36'																				
78	I-49/NF/Exit 83		Rogers	10'x40'																				
79	I-49/Springdale Hwy		Springdale	10'x40'																				
80	**Griffin Outdoor**																							

	A	B	C	D	F	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
81	Bkn Arrow Exp		Tulsa	12'x40'																				
82																								
83																								
84																								
85																								
86																								
87																								
88																								
89																								
90				AD	#																			
91	**Eureka Springs A & P Commissio**			SIZE	ADS	J	F	M	A	M	J	J	A	S	O	N	D							
92	Report to Commission February 14,			2018																				
93	***Digital***			(000's per ea.)																				
94																								
95	**Lodging**					60	60	60	60	60	60	60	60	60	60	60	60							
96	**Culinary**					60	60	60	60	60	60	60	60	60	60	60	60							
97	**Outdoor**					75	75	75	75	75	75	75	75	75	75	75	75							
98	**People/Culture**					60	60	60	60	60	60	60	60	60	60	60	60							
99	**Entertainment**					75	75	75	75	75	75	75	75	75	75	75	75							
100	**Arts**					75	75	75	75	75	75	75	75	75	75	75	75							
101	**YouTube TruView**					3	3	3	3	3	3	3	3	3	3	3	3							
102	**SEM**			Dollars (000)		1	1	1	1	1	1	1	1	1	1	1	1							
103	**Email Blasts**					50	50	50	50	50	50	50	50	50	50	50	50							
104	2 targeted list, 8 subscriber list																							
105	**Native Marketing (Category Targeting)**					40	40	40	40	40	40	40	40	40	40	40	40							
106																								
107	***Airports***																							
108																								
109	**XNA**			Dollars (00)		4	4	4	4	4	4	4	4	4	4	4	4							
110	**Branson**			Dollars (00)				5	5	5	5	5	5	5	5	5	5							
111																								
112																								
113																								
114	***OVERALL MEDIA 2018***																							
115																								
116	*Print*		85,000																					
117	*Television*		225,000																					
118	*Radio*		20,000																					
119	*Outdoor*		46,000																					
120	*Airport*		10,800																					

	A	B	C	D	F	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
121	*Digital*		99,500																					
122			***486,300***																					