

# Television Budget 2019-v9 Feb 1 2019

Eureka Springs City Advertising & Promotion Commission  
 121 E. Van Buren Ste. 3 B Eureka Springs, Ar. 72632  
 479-253-7333 EurekaSprings.Org

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Total
<b>Regional Network Affiliates</b>													
NewsCh6 Tulsa CBS (under contract)		3,000	3,000	3,000	3,000	3,000	3,000		3,000	3,000	3,000	3,000	30,000
KY3 Springfield NBC TV (under contract)		3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	3,054	33,594
KFOR NBC OKC Oklahoma		3,500	3,500	3,500	3,500				3,000				17,000
CBS 11 Dallas (under contract)		5,000	5,500	6,000	6,000	6,000	6,000		6,000	4,000	4,000	3,000	51,500
Action 41News KSHB Kansas City NBC (contract)		5,000		5,000	4,000	4,000	4,000		5,000	5,000	5,000	3,500	40,500
KFSM Fayetteville/Fort Smith CBS		3,530		2,000	2,000	2,000			2,500		2,000	1,500	15,530
KHOG/KHBS 40/29 Fayetteville/Fort Smith ABC		3,500		2,000	2,000		2,500		2,000		2,000		14,000
KODE 12 Joplin/Pittsburg,KS ABC		750	1,250	1,150	1,150	1,150	1,150		1,150	1,150	1,250	750	10,900
KSN 16 Joplin/Pittsburg,KS NBC		750	1,250	1,150	1,150	1,150	1,150		1,150	1,150	1,250	750	10,900
Univision (Spanish)				2,500	2,500								5,000
KATV 7, Little Rock ABC		3,000	3,000	3,000	3,000		2,500		3,000	1,500		2,500	21,500
KARK Ch 4, Little Rock, NBC		2,500	2,500	2,500	2,500		2,500		2,500	1,500		1,250	17,750
THV, Little Rock, CBS		2,500	2,500	2,500	2,500		2,500		2,500	1,500		1,250	17,750
AETN, Statewide, Arkansas PBS (contract)		2,500	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750
		32,530	20,750	32,550	31,550	15,550	23,550	4,304	30,050	17,050	22,804	21,804	299,674

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Total
<b>Total Television Coverage</b>													
Network Television	0	32,530	20,750	32,550	31,550	15,550	23,550	4,304	30,050	17,050	22,804	21,804	299,674
<b>Total Television</b>	<b>0</b>	<b>32,530</b>	<b>20,750</b>	<b>32,550</b>	<b>31,550</b>	<b>15,550</b>	<b>23,550</b>	<b>4,304</b>	<b>30,050</b>	<b>17,050</b>	<b>22,804</b>	<b>21,804</b>	<b>299,674</b>

Renee Shapiro KATV Little Rock  
 Keith Dodson KQTV Dallas  
 Bill Marshall KY3 Springfield  
 Molly Hawley 41News Kansas City  
 Christine Hardin KARK LR  
 Cari Enrayti KODE Joplin  
 Londa Bilke KSN Joplin

Nancy Ruth NewsCh6 Tulsa  
 Todd Shane KHOG Fayetteville  
 Keith Smith KFSM Fayetteville Fort Smith  
 TiffanyKnox KFOR OKC  
 Mark Herbst AETN Conway  
 Brittany Rush KTHV11 LR

Tina Madryga Univision

# Internet 2019

Eureka Springs City Advertising & Promotion Commission  
 121 E. Van Buren Ste. 3 B Eureka Springs, Ar. 72532  
 479-253-7333 EurekaSprings.Org

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Total	Cost
<b>Internet Products/Precision Targeting Impressions Per Month</b>														
Prec Targeting: FtSm, LR, Tul,Sprfld,NWA		1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040		(cont 1-mos 2020)
Connected TV FtSm, LR, Tul,Sprfld,NWA		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500		
Google AdWords		1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300		
Audience Insights Program		250	250	250	250	250	250	250	250	250	250	250		
Outsream Video		500	500	500	500	500	500	500	500	500	500	500		
<b>Monthly Totals</b>	0	4,590	4,590	4,590	4,590	4,590	4,590	4,590	4,590	4,590	4,590	4,590	<b>50,490</b>	

## Arkansas.Com

Microsite, Front Page Exposure and Development	25,000													\$ 25,000.00
Newsletter Take Over 1-Month					5,000									\$ 5,000.00
News Letter Participation Top Lines		1,250	1,250	1,250	1,250		1,250	1,250	1,250	1,250	1,250	1,250		\$ 12,500.00
<b>Arkansas.Com Recap</b>	<b>25,000</b>	<b>1,250</b>	<b>1,250</b>	<b>1,250</b>	<b>6,250</b>	<b>0</b>	<b>1,250</b>	<b>1,250</b>	<b>1,250</b>	<b>1,250</b>	<b>1,250</b>	<b>1,250</b>		<b>\$ 42,500.00</b>

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Total	Overview
<b>Other</b>														
Leisurlist.Com	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800	2,800		<b>33,600</b>
Contingency Web	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500		18000
<b>Total Other Internet</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>	<b>4,300</b>		<b>\$ 144,590.00</b>

FEB 1, 2019

2019 PRINT BUDGET

Eureka Springs City Advertising & Promotion Commission  
 121 E. Van Buren Ste. 3 B Eureka Springs, Ar. 72632  
 479-253-7333 EurekaSprings.Org

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Monthly Average	Total	Overview
<b>REGIONAL MAGAZINE</b>															
USA Today (Winter) Travel 5m cir (1/4 pg)				3,000									3,000	3,000	
Outdoor Life AL, AR, GA, FL, KY, LA, MS, NC, OK, SC, TN, TX, WV and VA 100,000 circ			2,500										2,500	2,500	
Idle Class Arts. Literature. Culture NWArkansas		840			840						840		840	2,520	
Arkansas Press Association Media Guide														0	
Bike Arkansas					1,185					1,185			1,185	2,370	
Arkansas Bride 50,000 cir (full pg)		2,195						2,195					2,195	4,390	
Memphis Magazine 20K cir					2,250								2,250	2,250	
Water and Woods 50k circ. Fulfilled monthl by PT			2,868											2,868	
<b>Regional Magazine Total</b>	<b>0</b>	<b>5,903</b>	<b>2,500</b>	<b>3,000</b>	<b>4,275</b>	<b>0</b>	<b>0</b>	<b>2,195</b>	<b>0</b>	<b>1,185</b>	<b>840</b>	<b>0</b>	<b>1,850</b>	<b>19,898</b>	
<b>Annual Publications</b>															
Arkansas Tour Guide 500,000 (full pg)	5,990												5,990	5,990	
Branson Vacation Guide 500,000+ (1/2 pg)	2,876												2,876	2,876	
Arkansas Motorcycle Guide 150,000 (full pg)	2,525												2,525	2,525	
Eureka Springs Motorcycle Guide 65,000	1,900												1,900	1,900	
Northwest Arkansas Tour Guide (NATA) Full pg	2,600		1,850										2,225	4,450	
Arkansas Cycling Guide (circ: 50,000)	2,550												2,550	2,550	
Walton Arts Center Pgm 30,000 (1/4 pg)	2,025												2,025	2,025	
<b>Annual Magazine Total</b>	<b>20,466</b>	<b>0</b>	<b>1,850</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14,716</b>	<b>22,316</b>	
<b>Newspaper</b>															
Arkansas Democrat Gazette		825	825	825	825	825	825	825	825	825	825	825	825	9,075	
Arkansas Times		2,000		750	750	750	750	750	750	750	750		906	7,250	
The Oxford American, 46K/Note Digital/Spring Print only			1,250			1,250	1,250		1,250			1,250	1,250	6,250	
The Gayly (OK, AR,KS, MO, TX)			605	605		605		605		605	605		605	3,630	
Eureka Springs Independent				600		600		600		600		600	600	3,000	
Lovely County Citizen			600		600		600		600		600		600	3,000	
Eureka Springs Fun Guide		900		900	900	900	900	900		900			900	5,400	
<b>Newspaper Total</b>	<b>0</b>	<b>3,725</b>	<b>3,280</b>	<b>3,680</b>	<b>3,075</b>	<b>4,030</b>	<b>4,325</b>	<b>2,930</b>	<b>3,425</b>	<b>3,680</b>	<b>2,780</b>	<b>2,675</b>	<b>3,134</b>	<b>37,605</b>	
<b>Other Print</b>															
Print Contingency	10,000													10,000	
<b>PRINT TOTAL (BUDGET \$85,000)</b>	<b>10,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>833</b>	<b>79,819</b>	



# Radio/Airport/Billboard Placements 2019

Fiscal Year  
Begins:

Eureka Springs City Advertising and Promotions Commission  
1021 E. Van Buren St., 3-B Eureka Springs, Arkansas 72632  
479-253-733 EurekaSprings.Org

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Monthly Average	Total
<b>Radio Stations</b>														
KUAF University of Ar Fayetteville	833	833	833	833	833	833	833	833	833	833	833	833	0	9,996
KIX 104 NWA-Fayetteville		2,000			2500	2000	2000			2500	2000		0	13,000
102.9 Harrison KHOz		540				1,500	1,500				1,250		0	4,790
KESA Eureka Springs		350				500	500				500		0	1,850
<b>Radio Totals</b>	<b>833</b>	<b>3,723</b>	<b>833</b>	<b>833</b>	<b>3,333</b>	<b>4,833</b>	<b>4,833</b>	<b>833</b>	<b>833</b>	<b>3,333</b>	<b>4,583</b>	<b>833</b>	<b>2,470</b>	<b>29,636</b>
<b>Airport Placements</b>														
XNA NWA HIGHFILL	400	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Branson	500	500	500	500	500	500	500	500	500	500	500	500	500	6,000
<b>Airport Totals</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>10,800</b>
<b>Billboard</b>														
Interstate 49 Rogers @ Exit 82	2,600	2,600	2,600	2,600	2,600	2,600							2,600	15,600
Walton Blvd. & 102 Bentonville							2,600	2,600	2,600	2,600	2,600	2,600	2,600	15,600
Harber/I-49 NWA	1,000	1,000	1,000	1,000									1,000	4,000
ASHBY Hwy 102 @ NWACC		1,895	1,895	1,895				2,125	2,125	2,125			2,010	12,060
<b>Billboard Board Totals</b>	<b>3,600</b>	<b>5,495</b>	<b>5,495</b>	<b>5,495</b>	<b>2,600</b>	<b>2,600</b>	<b>2,600</b>	<b>4,725</b>	<b>4,725</b>	<b>4,725</b>	<b>2,600</b>	<b>2,600</b>	<b>3,938</b>	<b>47,260</b>