# Kentucky Department of Travel and Tourism

***2015 Branding Media Plan***
***Presented: 9/5/14***
***Updated: 5/4/15***

| | July | | | | August | | | | | September | | | | October | | | | November | | | | | December | | | | January | | | | February | | | | March | | | | | April | | | | May | | | | | June | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday Dates | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 29 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 |
| **Television/Cable (:30)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Birmingham | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Chattanooga | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Columbus | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Dayton | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Indianapolis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Knoxville | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Nashville | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 200 | 200 | 200 | 200 | | | | | | 200 | 200 | 200 | 200 | 150 | 150 | 150 | |
| Kentucky Cable (:30 spots to run on Louisville, Lexington, Northern Kentucky, Evansville, Paducah and Bowling Green systems) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 100 | 100 | 100 | 100 | 100 | 100 | | | |
| Hulu Television (:30 spot and companion banners Chicago, Indianapolis, Cleveland, St. Louis, Atlanta, Nashville, Raleigh, Birmingham, Charleston-Huntington and Detroit) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 8.2 million impressions (6.9 million TV and 1.3 million display) | | | | | | | | | | | | | | 1.2m imp. | | | |
| 2014 and 2015 USEF Rolex 3-day Events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KET Sponsorship (Kentucky Life and Brittish dramas)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Secrets of Bluegrass Chefs (contracted through Sept 2015) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Illinois Outdoors (26-week commitment) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Radio** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kentucky News Network | | | | | | | | | | | | 15x | 15x | 15x | 15x | 15x | 15x | 15x | 15x | | | | | | | | | | | | | | | | 15x | 15x | 15x | 15x | 15x | 15x | | | 15x | 20x | 20x | 20x | 20x | 20x | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 15x | 15x | 15x | 15x | | | | | |
| WHAS-AM (:30 spot schedule, 75 Grps per week) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kentucky Sports Radio with Matt Jones — Live broadcast | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 3/3 | | | | | | | | | | | | | | | | | | |
| Kentucky Sports Radio Statewide Tour 6/22-Mid August | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 6/22 |
| KY Statewide Public Radio | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 15x | 15x | 15x | 15x | 15x | 15x | 15x | 15x | | | | | | | | | | | |
| Pandora Radio (:30 with companion banners ) — Cleveland, St.Louis and Chicago | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 9.5 million impressions | | | | | | | | | | | | | | | | | |
| Louisville and Lexington | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 5 million impressions | | | | | | | | | |
| WKDZ/WHVO (110 on-air and 110 online commercials per month) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Print** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| National/Regional Magazines | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Garden and Gun (Apr-September print and online sponsorship) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Southern Living (Mid-West/TN edition KY,WV, MI, OH, WI, IN, TN and IL print/eblast) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | FP4C | | | |
| Cooking with Paula Deen | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | | | | |
| Meredith Print Group | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Family Circle - FP4C | | | | Rachel Ray - FP4C | | | | | | | | |
| Endless Vacations (FP4C in Favorite Southern Vacations, includes advertorial, lead gen and iPad edition) | | | 7/14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2015 Escape to the Southeast | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food Traveler Summer edition | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2015 Kentucky Economic Guide | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | | | | | | | | | | | | | | | | | | | | | |
| United Hemispheres | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2015 Travel South Inspiration Guide | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blue Ridge Outdoors | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | HP4C | | | | | | | | | HP4C | | | | | HP4C | | | |
| Ohio Magazine | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | HP4C | | | | | HP4C | | | | | | | | | HP4C | | | |
| Nascar Pole Position and Roar! Digital Magazine | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | OBC |
| Miles 2014 Inspiration Guide | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bourbon Review | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C | | | | | | | | | |
| ABA Destinations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | FP4C - Back Cover | | | | | | | | | |

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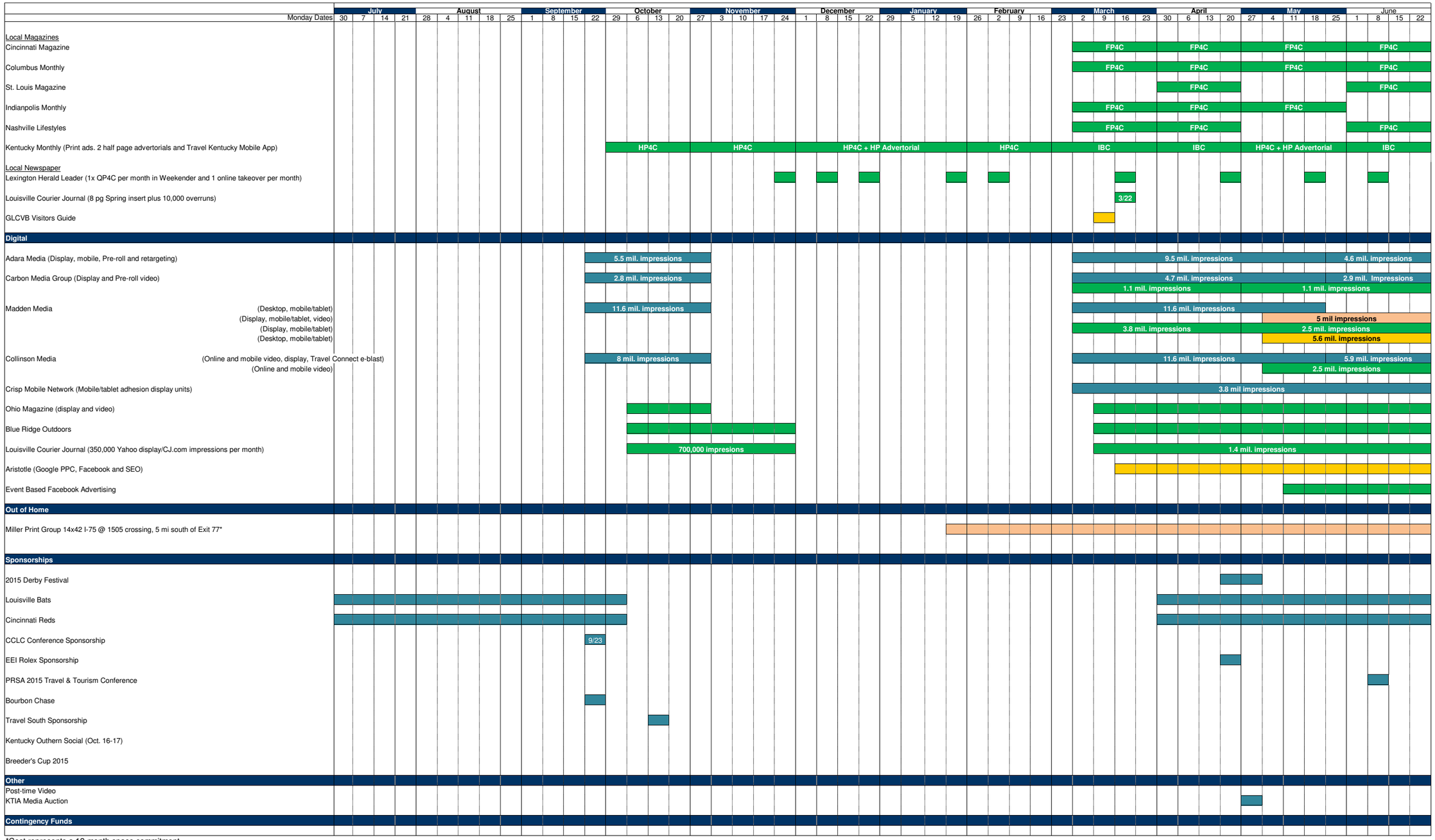
***Presented: 9/5/14***
***Updated: 5/4/15***




*Cost represents a 12-month space commitment

=Kentucky State Parks
=Kentucky Tourism
=Kentucky Artisan Center
=Kentucky Horse Park