

Vendor		Description/Unit	Targeting	Geography	July		August		September	October		November		December		FY26 1% Budget																
					30	7	14	21	28	4	11	18	25	1	8	15	22															
Broadcast	Local Cable																	\$87,550														
	Local Broadcast		(:30) Video		In-State Louisville, Lexington, Bowling Green, Paducah, Hazard, Cincinnati, Charleston-Huntington, and Evansville													\$195,011														
	Regional Broadcast			Adults 25+	Columbus, Nashville, Knoxville, St Louis, Indianapolis, Grand Rapids and Champaign													\$314,606														
	Local Radio		(:30) Audio		Bowling Green, Evansville, Lexington, Louisville and Paducah													\$117,836														
					Statewide - Kentucky News Network													\$34,000														
	Extreme Reach Traffic		n/a																\$5,000													
Programmatic Digital																																
Digital	Adgenuity		Programmatic Display (Standard IAB sizes)		In-State plus Atlanta, Champaign, Chicago, Charleston-Huntington, Cincinnati, Columbus, Cleveland, Dallas, Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, Orlando, St Louis, Washington DC, Baltimore, Charlotte, and New York City													\$84,000	\$34,125	\$51,600	\$169,725											
			Programmatic Native - Headline & Image	Mix of prospecting, contextual, geographic, behavioral and retargeting layers targeted to reach Magicians, Dynamos, and Thrivers																\$52,500	\$34,125	\$77,400	\$164,025									
			Programmatic CTV (:30)																	\$250,000	\$125,000	\$350,000	\$725,000									
			Programmatic (:15) desktop, mobile, tablet (OLV)		(Oct/Nov shift to 60% drive and 40% fly)																\$65,000	\$32,500	\$97,500	\$195,000								
			Programmatic (:15) and (:30) Audio	Travel Intenders	Drive Markets																		\$60,000	\$60,000								
			Programmatic Display (Standard IAB sizes)		In-State plus Atlanta, Champaign, Chicago, Charleston-Huntington, Cincinnati, Columbus, Cleveland, Dallas, Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, Orlando, St Louis, Washington DC, Baltimore, Charlotte, and New York City																				\$24,000	\$24,000	\$48,000					
			Programmatic Native - Headline & Image	Mix of prospecting, contextual, geographic, behavioral layers, retargeting and PMPs targeted reach affluent travel intenders 40+ with a HH \$150-300K+ interested in high-end experiences, upscale accommodations, fine dining and private tours.																							\$37,000	\$37,000	\$74,000			
			Programmatic (:15) desktop, mobile, tablet (OLV)																									\$40,000	\$40,000	\$80,000		
	Custom/Direct Drive Market Focused Placements																															
	Accuweather		Cross platform hero carousel and standard display	Geo (location or KY travel intenders) and 3P interest targeting to reach Magicians, Dynamos, and Thrivers																								\$50,000	\$50,000			
	Adgenuity		Kargo High Impact Display	3P data, cohort intelligence, contextual alignment and keywords to reach Magicians, Dynamos and Thrivers																									\$150,000	\$150,000		
BuzzFeed		Video spotlight unit and social video with amplification	Travel intenders interested in travel, outdoor adventure, arts, music, and culture	In-State plus Atlanta, Champaign, Chicago, Charleston-Huntington, Cincinnati, Columbus, Cleveland, Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, and St Louis																								\$50,000				
Hulu/Disney+		(:30) Large Screen Viewing (CTV)	Archetype targeted streaming video to reach Magicians, Dynamos and Thrivers																										\$175,000	\$175,000		
Perion (formerly Undertone)		Rich Media	Custom archetype audience segments and contextual targeting to travel intenders																										\$150,000	\$150,000		
Sajern		Native: Headline & Image, Standard Display Banners (IAB Sizes)	Custom travel audience: profiles layered with travel intent data, behavioral, geographical and contextual targeting																										\$60,000	\$60,000		
Custom/Direct Drive and Fly Market Focused Placements																																
Adgenuity		(:30) Video on Amazon (CTV)	Mix of prospecting, contextual, geographic and behavioral layers targeted to reach Travel Intenders, outdoor activities, unique cultural experiences, arts and music																										\$104,250	\$104,250		
		(:30) Video on Netflix (CTV)																												\$104,250		
Expedia		Travel Spotlight, onsite display, and native	Geotargeted conversion and awareness focused display ads on Expedia, Hotels.com & VRBO	In-State plus Atlanta, Champaign, Chicago, Charleston-Huntington, Cincinnati, Columbus, Cleveland, Dallas, Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, Orlando, St Louis, Washington DC, Baltimore, Charlotte, and New York City																									\$200,000	\$200,000		
Hopper		Capital One travel wallet voucher, destination tile, destination microsite, shoppable video, email blast, social media giveaway, and branded notifications	Travel intenders, those actively search KY, or searching a competitive destination																											\$125,000	\$125,000	
Nativo		Native Article and Native Story	Connoisseurs																											\$125,000	\$125,000	
TripAdvisor		Native boost and native video	Travel intenders with interest in family travel, road trips, outdoors, arts & culture and amusement																											\$100,000	\$100,000	
HotelBeds.com and BedsOnline.com			Group Travel Agents	US																									\$50,000	\$50,000		
LOCAL/REGIONAL TITLES																																
Atlanta Magazine		Full Page, 4C																												\$5,325	\$5,325	
Blue Ridge Outdoors		Full Page, 4C																													\$5,600	\$5,600
Chicago Magazine		Full Page, 4C																													\$0	\$0
Cincinnati Magazine		Full Page, 4C																													\$0	\$0
Columbus Monthly		Full Page, 4C																													\$0	\$0
Evansville Living		Full Page, 4C																													\$3,970	\$3,970
Grand Rapids Magazine		Full Page, 4C																													\$2,995	\$2,995
Hour Detroit		Full Page, 4C																													\$6,175	\$6,175

****Budget excludes dollars allocated to Group Travel**