Ve	endor	Description/Unit	Targeting	Geography	Ju	ly		August		Septemb	er	October N	lovember	Decembe	FY26 1% Budg
					30 7	14 21	78 4	11 15	25 1	8 15	77 7	9 6 13 20 27 3	10 17 24	1 8 15	77
Local Cable				In-State	1						\$8	87,550			\$87,550
Local Broadcast		(:30) Video		Louisville, Lexington, Bowling Green, Paducah, Hazard, Cincinnati, Charleston-Huntington, and Evansville							П	\$195,011			\$195,011
Regional Broadca	ast		Adults 25+	Columbus, Nashville, Knoxville, St Louis, Indianapolis, Grand Rapids and Champaign								\$314,606			\$314,606
Local Radio		(:30) Audio		Bowling Green, Evansville, Lexington, Louisville and Paducah Statewide - Kentucky News Network							\$1	\$34,00	00		\$117,836 \$34,000
Extreme Reach Tr		n/a			1										\$5,000
		Pr	ogrammatic Digital		1										
		Programmatic Display (Standard IAB sizes)		In-State plus Atlanta, Champaign, Chicago, Charleston Huntington, Cincinnati, Columbus, Cleveland, Dallas,	-			\$84,00	0	\$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	Dayton, Detroit, Evansville, Grand Rapids,				\$52,50	0	\$34,:	25	\$77,400			\$164,025
		Programmatic CTV (:30)						\$250,000 \$65,000		\$125,	000	\$350,000	)		\$725,000
	Adgenuity	Programmatic (:15) desktop, mobile, tablet (OLV)								\$32,	600	\$97,500			\$195,000
Adgenuity		Programmatic (:15) and (:30) Audio	Travel Intenders	Drive Markets	1		:	1:	: 1		}	\$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,									\$24,000		\$48,000
			Mix of prospecting, contextual, geographic, behavioral layers, retargeting and PMPs targeted reach affluent travel intenders 40+with a HHI \$150-300K+ interested in high-end experiences, upscale accommodations, fine dining and private tours.								-				
		Programmatic Native - Headline & Image									}	, , , , , ,	\$37,000		\$74,000
		Programmatic (:15) desktop, mobile, tablet (OLV)		City								\$40,000	\$40,000		\$80,000
	1	Custom/Direct I	Orive Market Focused Placements	T	-										
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	). ),							\$50,000			\$50,000
Hulu/Disney+		(:30) Large Screen Viewing (CTV)	Archetype targeted streaming video to reach Magicians,	Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, and St Louis								\$175,000	)		\$175,000
Perion (formerly L	Undertone)	Rich Media	Dynamos and Thrivers  Custom archetype audience segments and contextual targeting									\$150,000	)		\$150,000
Sojern		Native- Headline & Image, Standard Display Banners	to travel intenders Custom travel audience profiles layered with travel intent	1								\$60,000			\$60,000
- 5/	L	(IAB Sizes)  Custom/Direct Drive	data, behavioral, geographical and contextual targeting and Fly Market Focused Placements		1   1				1			1 1 1 1	1 1 1		,,
		(:30) Video on Amazon(CTV)	Mix of prospecting, contextual, geographic and behavioral		1							\$104,250	<del>, , , , , , , , , , , , , , , , , , , </del>		\$104,250
Adgenuity		(:30) Video on Netflix (CTV)	layers targeted to reach Travel Intenders, outdoor activities, unique cultural experiences, arts and music Geotargeted conversion and awareness focused display ads on	In-State plus Atlanta, Champaign, Chicago, Charleston								\$104,250			\$104,250
Expedia		Travel Spotlight, onsite display, and native	Expedia, Hotels.com & VRBO	Huntington, Cincinnati, Columbus, Cleveland, Dallas, Dayton, Detroit, Evansville, Grand Rapids,								\$200	0,000		\$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	Indianapolis, Knoxville, Nashville, Orlando, St Louis, Washington DC, Baltimore, Charlotte, and New York City								\$125,0	00		\$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 a	ınd BedsOnline.com	•••••	Group Travel Agents	US	1								\$	50,000	\$50,000
LOCAL/REGIONAL TI	TITLES			•	1				:						
Atlanta Magazine		Full Page, 4C			1							\$5,325			\$5,325
Blue Ridge Outdoo		Full Page, 4C								COOP		\$5,600			\$5,600
Chicago Magazine	e	Full Page, 4C								3331		COOP			\$0
Cincinnati Magazi	ine	Full Page, 4C										COOP			\$0
Columbus Monthl	ly	Full Page, 4C													\$0
Evansville Living	<u>,                                      </u>	Full Page, 4C								: {	\$3,97	COOP 70			\$3,970
Grand Rapids Mag	ngazine	Full Page, 4C									\$2,99	95			\$2,995
Hour Detroit		Full Page, 4C										\$6,175			\$6,175

	Vendor	Description/Unit	Targeting	Geography	July August September October November December 130 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	idget
	Indianapolis Monthly	Full Page, 4C	Regional interest, lifestyle and travel	Full circulation	COOP \$0	
L	Kentucky Living	Full Page, 4C			\$6,413	
Prin	Kentucky Monthly	Full Page, 4C			COOP \$3,400 \$3,400	,
	Lane Report	Full Page, 4C			\$3,200	J
	Nashville Lifestyles	Full Page, 4C			COOP \$0	
	Northern Viginia Magazine	Full Page, 4C			\$6,270	1
	Ohio Magazine	Full Page, 4C			\$4,725	
	Paducah Life	Full Page, 4C			\$1,250	,
	St. Louis Magazine	Full Page, 4C			\$5,600	,
	NATIONAL TITLES					
	Better Homes & Gardens	Full Page, 4C		Full Circulation	\$30,000	)
	2026 Escape to the Southeast (Naylor	Full Page, 4C OBC	Regional/National Editions	Full Circulation	\$5,373	
	Garden & Gun	Full Page, 4C	icegional/ivational Editions	Full Circulation	\$34,944	1
	Southern Living	Full Page, 4C		Full Circulation	\$43,000	)
				In-State plus Drive Markets (Atlanta, Champaign,	<b>↓</b>	
			DOOH Large Format Outdoor	Chicago, Charleston-Huntington, Cincinnati, Columbus, Cleveland, Dayton, Detroit, Evansville,	\$200,000	0
	Adgenuity	DOOH	GSTV (:15 or 30) video	Grand Rapids, Indianapolis, Knoxville, Nashville, and St Louis) Out-of-State Drive Markets (Atlanta, Champaign,	\$100,000	0
HOO			EV Charging Stations	Chicago, Charleston-Huntington, Cincinnati,	\$50,00	0
٥				Columbus, Cleveland, Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, and		
	Lamar	Outdoor Bulletins/Posters	Large format static billboards	In-State	\$50,000	)
	National Cinemedia (NCM)	(:30) video in-theater	Position 1 in-theater and Lobby Entertainment Network at NCM theaters	In-state plus select theaters in Nashville, Knoxville, Cincinnati, and Indianapolis	\$33,240 \$21,760 \$55,00	)
	Outfront	Outdoor Bulletins/Posters	Large format static billboards	In-State	\$50,000	)
				In-State plus Atlanta, Champaign, Chicago, Charleston-	\$11,500 \$4,500 \$27,000 \$43,00	
SEM			Dynamic ads targeted to adventure travelers/outdoor	Huntington, Cincinnati, Columbus, Cleveland, Dallas, Dayton, Detroit, Evansville, Grand Rapids,	\$11,500 \$4,500 \$27,000 \$43,000	,
S	Google	Paid Search and Performance Max	enthusiasts, those with an affinity for outdoor activities, unique cultural experiences, arts and music.	Indianapolis, Knoxville, Nashville, Orlando, St Louis, Washington DC, Baltimore, Charlotte, and New York		
				City		
٩٢				In-State plus Atlanta, Champaign, Chicago, Charleston- Huntington, Cincinnati, Columbus, Cleveland, Dallas,	\$24,000 \$15,000 \$23,500 \$23,500 \$18,500 \$104,50	
SOCIAL	Facebook and Instagram	Promoted Posts, eNews Conversion, Traffic (Static Image, and/or Carousel) and Video campaigns	Mix of awareness, conversion and traffic drivers, targeting Magicians, Thrivers, Dynamos, and Connoisseurs	Dayton, Detroit, Evansville, Grand Rapids, Indianapolis, Knoxville, Nashville, Orlando, St Louis,	\$1,500 \$1,500 \$1,500 \$4,500	
		ininge, and or caroaser and video campaigns	magetans, mirets, pynamos, and comiossears	Washington DC, Baltimore, Charlotte, and New York City		
				- "		
	Danny Wimmer*	Bourbon & Beyond and Louder than Life			\$100,000	10
ပ္က	Cincinnati Reds*	In-park signage and (:30) radio	<b></b>		\$52,500 \$52,500	
JMI University of Kentucky Fall 2025* State Point Media		Football, Men's and Women's Basketball In-arena signage and J:301 Radio.			\$88,750 \$88,75	
		Editorial content and amplification			\$35,940 \$35,940	)
	Ad Serving				\$84,04	}
	*Danny Wimmer, Cincinnati Reds, and JMI to **Budget excludes dollars allocated to Grou				Awareness Creative TOTAL SPEND \$4,899.7  Customized Archetype Creative BUDGET** \$4,899.7	25

\*\*Budget excludes dollars allocated to Group Travel

Customized Archetype Creative Connoisseurs Creative

BUDGET\*\* \$4.900.000 CONTINGENCY \$275