

2022.604.0074

Breakdown of mktg/adv Expenses		2014	2013
Calculated using TDC allowable expense definitions. Non-allowable is everything else spent r			
D. TDC allowable paid by GCUK			
1/2 of pgm			93
Ads in Rptr KNoter MiaHer			638
Ads in Free Press			432
Ad in FL Gardener			200
Ad & poster designs			267.5
Printing poster			125
	from prev page	2063	1755.5
TDC non-allowable paidby GCUK			
1/2 of pgm		170	93
flags		0	0
Mailing posters		126	25
		296	118
	all adv/mktg	2359	1873.5
Op Exp	% increase	26%	
Cops		720	720
Music		400	400
Print tkts& design		393	230
Flowers		200	200
Potty		135	135
Supplies & food		290	395
	rounded to 2200	2200	2080
Office exp			
copies		110	106
Laminate signs		25	23
		135	129
Other			
Gifts		220	210
Insurance		380	370
Housekeeper		50	50
		650	630
total expenses			
		5344	4712.5
tdc expenses			
		10469.5	0
grand total			
		15813.5	4712.5
income			
		36669.5	18040
tdc%			
		29%	
net			
		20856	13327.5
tdc%			
		86%	

them

2012  
marketing the GW.

117.5

680.4

312

200

175.5

3.5

113

---

1598.4

117.5

1736

0

---

1853.5

3451.9

360

200

195

1

102

0

657

---

1514

100

0

---

100

210

0

0

---

210

5275.9

0

5275.9

20588

15312.1

★ How do they verify next year?  
that we spent \$?

MR Notes

Source of

Far Right Hand

Technical

Ad person -

Patty Murphy

K  
Q  
M

Tinsley-Coop  
last year

CC-FFAC

increase our advertising = 26%  
(Year before)  
(4 ads)

GARDEN CLUB OF THE UPPER KEYS: EXHIBIT E

GARDEN WALK 2014 MARKETING/MEDIA SPENDING PLAN

Media	Category	In/Out of County Logo	When	Type	Size	#Insertions	EXH E.B Est. GCUK expense	EXH. E.A Est. CU expense	Est. reach
Newspaper	\$ 6,122	I Reporter	Feb	C	4c x 4"	2x			13k ea
		I Keynote	Feb	C	4c x 4"	2x		\$ 781	14k ea
		O Miami Herald-Neighbors	Feb	BW	4c x 4"	6x			183.5k
		OR MH-Tropical Life banner	Feb	C	3" banner	1x		\$ 1,550	207k
		O Sun Sentinel Community News + .com	Feb	C	3c x 5.25"	3x		\$ 975	224k ea
		O Orlando Sentinel Comm. News+ .com	Feb	C	3c x 5.25"	2x	\$ 585		500k
		I Free Press	Feb	C	4c x 4"	2x		\$ 816	18k ea
		O TDC Coop	TBD						
		For example, offerings from last year:							
		Visit FL newspaper insert	Oct	C	Full pg 4c			\$ 1,000	1.6M
		Isla Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	3.6M
		NYTimes Winter	Jan	C	news/enews			\$ 800	1.5M
		KL Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	4M
Magazines and Guides	\$ 1,475	O FL Gardener	Dec	C	Full page	1x		\$ 600	14k
		O TDC Coop	TBD						
		For example, offerings from last year:							
		FL Travel and Life	Jan-Feb		Full pg 4c			\$ 500	100k
		Visit FL Insiders Guide	Annual		2 pg 4c			\$ 375	450k
		Culture magazine 2"x3"	Annual		2 1/8 x 2 15/16"		\$ 533		1.1M
Digital	\$ 1,590	O Events.Miami Herald.com	Jan-Feb					\$ 20	
		O Sun-sentinel.com	Feb			7x	Included with news. ads		3.5M/mo
		O Orlando-sentinel.com	Feb			7x	Included with news. ads		
		O TDC Coop	TBD						
		For example, offerings from last year:							
		KL Winter enewsletter	Jan-Mar		email/banner			\$ 450	1.6m
		KL Fall enewsletter	Oct-Nov		email/banner		\$ 120		1.7M
		Isla Fall enewsletter	Oct-Dec		HTML email			\$ 520	484k
		Isla Winter enewsletter	Jan-Mar		HTML email			\$ 320k	2m
		NYTimes Getaway email	Nov		HTML email		\$ 100		
		O Fla-Keys.com	Oct-Nov		banner KL & Isla		\$ 275		200 500k/mo
			Jan-Feb		banner KL & Isla			\$ 400	500k/mo
		I KLCC email blast	Feb		Poster image	1x	\$ -		450
		I ICC email blast	Feb		Poster image	1x	\$ -		700
Placement	\$ 9,187						Subt \$ 2,063	\$ 9,187	
Prod/Design	\$ 228	3.5 hrs design							
Total Media	\$ 9,415								
Out of county	\$ 7,818								
% OOC	83%								
Direct Mail	\$ 365	O Save the Date mailing FFGC	Nov	C	5" x 7" postcard			\$ 365	400 clubs/circle
		na Poster mailing Dist 10 11 12	Jan		Non-allowable for CU		\$ 126		67 clubs/circles
Programs	\$ 170	I Programs	Feb	BW	8.5"x11" dblside Qty: 1500		\$ 170		170

\* - cuttable

no poster yet

add payment

note



#### IV. QUALITY AND DESCRIPTION OF PROPOSED EVENT

**NARRATIVE:** Discuss the overall excellence of the event. Discuss the artistic excellence, the tourist appeal, and the extent to which the event is unique to Monroe County or the district. How does it promote and showcase the destination's cultural, historic, and/or environmental resources? Why do you think your event will help **draw** people from outside Monroe County?

Please do not assume the reader/scorer is familiar with your event. Include specific details -- walk us through your event(s). Please note: this section is worth 30 points.

(LIMIT 750 WORDS)

The Garden Club of the Upper Keys (GCUK) will hold its 35rd annual Garden Walk in February, 2014. Each year, the all-volunteer Garden Walk Committee selects 4-6 private properties for touring 10am until 4pm on that day. For a set donation, tickets are available in advance or on the day of the Walk. The ticket contains a map with the address and location of each garden property. At their first stop, each guest receives a program which includes a description of each garden and can act as a self-guided tour through the gardens. The program highlights the major and/or rare plants by common and botanical name, providing educational opportunities on flora and fauna of the Florida Keys, uniquely Zone 11b.

When guests arrive at each property, they are greeted by a GCUK hosts/hostesses, provided a program, and given any necessary information pertaining to that property. There are also hosts/hostesses positioned in each garden should a guest need assistance. Docents also available in the gardens. Our docents have a high degree of local plant knowledge and are often certified Master Gardeners. They are able to help identify and talk about the surrounding flora and fauna. The docents have photos of plants named in the program to show guests who want to know where and how to find a plant listed. These "on property" services enhance the guests' experience through education, helping each to get the most out of the visit, and appealing to tourists not familiar with our tropical vegetation. Often times, the views say it all -- and guests just sit and soak up the ambience, enjoying the views and plants unique to our wonderful Florida Keys.

Guests are also invited to attend a complimentary garden tea party at our clubhouse, the historic (50 years in 2014) Francis Tracy Garden Center. Located at MM 94, the clubhouse is a logical stopping place along their route; many start here. At the Clubhouse, GCUK host/hostess provide complimentary coffee, iced tea and baked goods. Our guests can enjoy these as they stroll through the clubhouse gardens or sit in the shade of our Community Peace Garden. Live music is provided by a guitar player and/or steel drummer and sets a tropical mood, furthering our guests' 'Keysie' experience. In the clubhouse, artists from the Art Guild of the Purple Isles display numerous one-of-a-kind paintings which are available for sale and conduct voting for their Joe Cella Memorial Award. The winner is selected by popular vote of ticket holders. Additionally, tents are set up on the grounds where invited artisans and vendors sell orchids, tropical and native plants, local Keys honey, framed photos, jewelry and other high-quality products.

We mix the look of the gardens in any one year to showcase the variety of horticulture that is unique to the Keys. Over the past two years, the gardens have included expansive, million-dollar, ocean-front properties such as Jon Landau's "Bali Hai" as well as secluded and unique native plant hammocks. In recent years, a commercial property has been added to the walk-- a plant nursery or highly-landscaped resort--to show their fantastic landscape plantings. The look and feel of each garden in a particular year is different and allows us to repeatedly attract the avid gardener or nature lover, whether local or visitor, providing them an opportunity to see parts of the Keys not otherwise available to them. The properties' locations span 15-20 miles along US 1, which also gives guests an opportunity to observe and enjoy other aspects of the Keys, including local galleries, restaurants and shops.

The event is held the last Friday of February and that date is posted well in advance on community calendars throughout the Keys and FL and on our website. We've had numerous people tell us they plan their vacation to the Keys to be sure to include our Garden Walk. A handful of guests tell us they have been to every one of our Garden Walks, and we frequently have large groups of mainland garden club members attend, organizing bus or carpool trips. Typical feedback is the FFGC District 12 director's email to us: "We truly enjoyed the garden walk this year and my friends want to make it an annual event."

Overall, it's a Keys experience for gardeners by gardeners. We are proud to share gardens that we know they'll like



## V. MEDIA/MARKETING PLAN

Describe all plans to market the event(s) to reach visitors outside of Monroe County. Include all marketing activities (paid and unpaid). Address opportunities for creative exposure of the events. (Including website, social media, newspapers and radio) Be specific and include details, how will you EXPAND your plan with the TDC funds. (LIMIT 750 WORDS)

Garden Walk (GW) is our primary fundraiser. We are committed to increasing our advertising expenditures by 33% if Cultral Umbrella Funds (CUF) are awarded. CUF will be used as outlined on Exhibit E to reach our target audiences in FL and in northern states from which past guests have attended. Our ads focus on the unique opportunity for people to visit distinctive, private tropical gardens that would not otherwise be accessible to them. As a bonus, they are invited to a garden tea party at our historic Francis Tracy Garden Center to further enhance their Upper Keys cultural experience.

Each year a local artist creates original art that becomes part of our GW poster. Four to six weeks before GW, the poster is placed in stores, restaurants, galleries, social and civic clubs, and retail locations throughout the Upper Keys. For a consistent look and theme, the same art is used in our ad for publications, magazines, and on websites.

Members of other garden clubs, plant and botanical societies are a primary audience and part of our efforts will directly target them. An ad will appear in the Winter issue of Florida Gardener, a publication of the Florida Federation of Garden Clubs (FFGC) distributed to its 13,800 members in the state. With CUF, we will do a direct mail campaign to the 400 garden clubs and circles in the FFGC. The first mailing, in the fall, will be a "Save the Date" postcard with a colorful picture(s) of gardens on previous walks. The second mailing, at our expense, will be the poster for posting at Garden Club meetings. The poster will also be distributed electronically to garden clubs and circles, as well as orchid and other botanical societies in Monroe County and south FL to share directly with their members.

CUF will be used to participate in Tinsley's co-op ads in northern US markets during the fall and winter. Our surveys showed over half of out-of-county guests are from east coast states, IL, MN, MN and OH. The narrative will highlight the unique opportunity GW provides to see private gardens not otherwise available to attendees and to learn about gardening in the Keys. We will also participate in co-op ads in south Florida markets in Jan and Feb, emphasizing the allure of the Keys with basically the same message.

Based on surveys of guests, approximately 40% learn about our event from their local papers. During the two weeks preceding GW, CUF will be used for ads appearing in the Miami Herald Neighbor sections reaching 183,500 circulation and in the Sun-Sentinel Community sections/website reaching 224,000 circulation. Our ad campaign within Monroe county will be repeated with paid advertising in the Reporter, Keynoter, and Free Press, using our nonprofit status for reduced rates. CUF will be used to upgrade our ads to color.

We attempt to coordinate ad placement and feature articles to gain the most exposure. A press release will be distributed in Jan. to Keys and south FL media. For further coverage, we will hold a Media Day the first week of Feb to provide reporters access to the properties and their owners for photos and interviews. The past results of this day have been, at a minimum, a feature article in a local Keys paper and sometimes, a feature article in the Miami Herald (see examples). We will again submit GW for the Miami Herald's Garden Walk article printed 1-2 Sundays before GW.

The date for Garden Walk 2014 has already been published on our website which will be updated as details are finalized. Ads, postings and articles refer people to this website for ticket outlets and information about the Walk, tea party, and art show. Additionally, we will use as many free postings on other websites' and publications' calendars as we can find. These include but are not limited to the Key Largo Chamber of Commerce, Islamorada Chamber and other Keys chambers that allow it, as well as Fla-keys.com, Keys Arts.com, Clearchannel radio stations, Miami TV network stations, MiamiHerald.com, tourists portals, FL Currents magazine, KeysLife Savings, and Culture magazine. We will also submit GW to the semi-annual KLCC Visitor Guides calendar (hardcopy and in PDF on their website).

GW has already been posted on the GCUK's Facebook page and will be posted on the FFGC's Facebook page, again reaching gardeners throughout the state. Our members will be encouraged to Share the posting to gain more exposure.

During the two weeks preceding GW, a GCUK rep will promote it on local radio shows which highlight activities in the Keys. During this same time, as a benefit of our KLCC and ICC memberships, every KLCC and ICC member will receive an email blast about the event asking to share it with their staffs. And, of course, we encourage and remind our membership to get the word out. From our last survey, more than half of guests heard about the walk from family or friends.



### Preceding Event -

**GARDEN WALK 2014 MARKETING/MEDIA SPENDING PLAN**

4/30/2013 19:47

Media	Category	In/Out of County Logo	When	Type	Size	#Insertions	Est. GCUK expense	Est. CU expense	Est. reach	Design Section/details	Source
Newspaper	\$ 6,122	I Reporter	Feb	C	4c x 4"	2x			13k ea	0.5 Includes S Dade	Patty Murphy, Reporter
		I Keynoter	Feb	C	4c x 4"	2x		\$ 781	14k ea	0.5 BW 446.40	Patty Murphy, Reporter
		O Miami Herald-Neighbors	Feb	BW	4c x 4"	6x	\$ 1,152		183.5k	0.5 6 zones @ 192	Patty Murphy, Reporter
		O MH-Tropical Life banner	Feb	C	banner 6c x 3"	1x		\$ 1,550	207k	Sun. Tropical Life pg 1 RESERVE ASAP	Patty Murphy, Reporter
		O Sun Sentinel Community News + .com	Feb	C	3c x 5.25"	3x		\$ 975	224k ea	0.5 5 zones @ 195, inc PB,	Julie Otto, Sun Sentinen
		I Free Press	Feb	C	4c x 4"	2x		\$ 816	18k ea	0.5 BW 432	Todd Milligan, FP
		O TDC Coop	TBD								
		For example, offerings from last year:									
		Visit FL newspaper insert	Oct	C	Full pg 4c			\$ 1,000	1.6M	8/5/2012	
		Isla Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	3.6M	12/20/2012	
		NYTimes Winter	Jan	C	news/enews			\$ 800	1.6M	12/3/2012	
		KL Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	4M	12/13/2012	
Magazines and Guides	\$ 1,475	O FL Gardener	Dec	C	Full page	1x		\$ 600	14k	0.5 Back pg RESERVE ASAP Due 10/15 Billed 01/14	FFGC
		I KLCC Visitor-Guide	Oct	G	1/8-pg	1x	405		18k	due 8/30/13, 373+32dsgn Also on line	KLCC
		O TDC Coop	TBD								
		For example, offerings from last year:									
		FL Travel and Life	Jan-Feb		Full pg 4c			\$ 500	100k	10/1/12, for FL res.	
		Visit FL Insiders Guide	Annual		2 pg 4c			\$ 375	450k	10/18/2012	
		Culture magazine	Annual		2 1/8 x 2 15/16"		\$ 533		1.1M	Materials 7/20/2012, Payment 10/15 ,500+33dsgn	
Digital	\$ 1,590	O Events.Miami Herald.com	Jan-Feb					\$ 20		Picture for calendar posting	
		O Sun-sentinel.com	Feb			7x	Included with news. ads		3.5M/mo		Julie Otto, Sun Sent.
		O TDC Coop	TBD								
		For example, offerings from last year:									
		KL Winter newsletter	Jan-Mar		email/banner			\$ 450	1.6m	12/13/2012	
		KL Fall newsletter	Oct-Nov		email/banner		\$ 450		1.7M	9/10/2012	
		Isla Fall newsletter	Oct-Dec		HTML email		\$ 120		484k	9/14/2012	
		Isla Winter newsletter	Jan-Mar		HTML email			\$ 520	2m	12/5/2012	
		NYTimes Getaway email	Nov		HTML email		\$ 100		320k	10/4/2012	
		O Fla-Keys.com	Oct-Nov		banner KL & Isla		\$ 275	\$ 200	500k/mo	Things to Do home \$100/mo/key + 75prod(not Sue)	Karissa Hamilton
		Jan-Feb			banner KL & Isla		\$ 400	\$ 400	500k/mo		
		I KLCC email blast	Feb		Poster image	1x				Included with our membership	
		I ICC email blast	Feb		Poster image	1x				Included with our membership	
Placement	\$ 9,187						Subtotal	\$ 1,478	\$ 9,187	3.0	
Production	\$ 228	3.5 hrs design									
Total Media	\$ 9,415										
Out of county	\$ 7,818										
% OOC	83%										
Direct Mail	\$ 365	O Save the Date mailing FFGC	Nov	C	5" x 7" postcard			\$ 365	400 clubs/circles	0.5 "500@120, .46ea stamp,.5hr dsgn=33,labels=27	
		na Poster mailing Dist 10 11 12	Jan		Non-allowable for CU		\$ 126		67 clubs/circles	9x12 env\$=17,1.52ea post,letter\$=6.7	
Poster	\$ 420	I Posters printing and design	Jan-Feb	C	11" x 17"	200		\$ 420		2 2hrs dsgn=130, print=250,art=40	
Programs	\$ 170	I Descriptions ONLY 1/2 IS CU	Feb	BW	8.5"x11"dblside	1500	\$ 170	\$ 170		0.6 .1/side=300, dsgn=40	
Non-Alloc	\$ 100										
TOTAL REQ'D	\$ 10,470						TOTAL GCUK	\$ 1,774			

Per Jodell, reimbursement based on payment date, not publish date.  
Per TDC Lynda Stuart 4/26: KLCC Visitor Guide is OOC. Removed from GCUK.

Both must be after contract is signed (earliest this year is Oct 16 2013)

0.5 "500@120,.46ea stamp,.5hr dsgn=33,labels=27  
9x12 env\$=17,1.52ea post,letter\$=6.7  
2 hrs dsgn=130, print=250,art=40  
0.6 .1/side=300, dsgn=40

x12 envs=17, 1.52ea post, letters=6.7  
 2hrs dsgn=130, print=250, art=40  
 1/size=300, dsgn=40

Expenses Summary  
 1774

2074  
2374

\$21,400

Program - 1/2 - their determination  
Ticket - operating Expense (Color ~ \$600)

\$ 170 \$ 170  
 \$ 1,774  
 (Oct 16 2013)  
 \$300 - Orange GY  
 Orange  
 Semitrail  
 \$300 - Semitrail GY  
 300,000

## EXHIBIT E

**TDC RESOURCE MARKETING/SPENDING PLAN:** The marketing plan must be approved ONE WEEK in advance by the advertising and public relations agencies of record. Attach your approval letters at end of application. **Tinsley Advertising, John Underwood. [John@tinsley.com](mailto:John@tinsley.com) 800-273-1242,** and **NewmanPR Associates, Carol Shaughnessy. [Carol@newmanpr.com](mailto:Carol@newmanpr.com) 305-797-0579.**

Include all aspects of the proposed event with estimated number of persons to be reached through the different media. Provide source of information for estimated numbers.

Specifically state how you plan to spend the Cultural Umbrella funds requested and summarized in Exhibit D. Please discuss **separately:** **A.** your planned activities with TDC funding requested and **B.** your planned out of county marketing with your own (not TDC) funding. (Limit 750 words.)

### Garden Walk 2014

A. Cultural Umbrella funds will be used to expand our marketing and advertising outside Monroe County as shown below and explained fully in in Section V. This plan targets the gardener who travels to see flowers and gardens and the general traveler curious to see another side of the Keys.

It used multiple media to reach our age 40 and older audience; it mixes print with website/internet presence to get the word out on Garden Walk 2014.

Media	When	Size	Est. costs	Est. reach	Source
Ne		4" 2x )	13k ea	Patty Murphy, Reporter	
Rep		4" 2x )	\$ 781	14k ea	Patty Murphy,
		4" 6x		183.5k	Patty Murphy, Reporter
Murp		3" banner	1x	\$ 1,550	207k Patty
		3c x 5.25"	3x	\$ 975	224k ea
		" 2x	\$ 816	18k ea	Todd Milligan, FP
		4c		\$ 1,000	1.6M Tinsley
		BW		\$ 100	3.6M Tinsley
			\$ 800	1.6M	Tinsley
Magazi		BW		\$ 100	4M Tinsley
and Guic		Full page	1x	\$ 600	14k
	Jan-Feb	Full pg 4c		\$ 500	100k Tinsley
	Annual	2 pg 4c	\$ 375	450k	Tinsley
Digital	Events.Miami Herald.com	Jan-Feb	\$ 20		
	Fla-Keys.com	Nov	\$ 200	500k/mo	Karissa Hamilton
	Jan-Feb	banner KL&Isa	\$ 400	500k/mo	Karissa Hamilton
	TDC Coop	TBD			
	For example, from last year:				
	KL Winter enewsletter	Jan-Mar	\$ 450	1.6m	Tinsley
	Isla Winter enewsletter	Jan-Mar	\$ 520	2m	Tinsley
Prod/Design			\$ 228		
Total Media	Out of County		\$ 7,818	83%	\$ 9,415
Direct Mail	Save the Date mailing FFGC	Nov	C	5" x 7" postcard	\$ 365
	FFGC directory				400 clbs
Posters	Posters	Jan-Feb C	11x17"	\$420	200



*their change*

*Exhibit E p. 1*  
*Draft 2*  
*4-25-13*

**GARDEN WALK 2014 ADVERTISING PLAN**

4/25/2013 7:17

Media	Category	In/Out of County Logo	When	Type	Size	#Insertions	Est. GCUK expense	Est. CU expense	Est. reach	Section/details	Source
Newspaper	\$ 5,122	I Reporter	Feb	C	4c x 4"	2x			13k ea	Includes S Dade	Patty Murphy, Reporter
		I Keynoter	Feb	C	4c x 4"	2x		\$ 781	14k ea	BW 446.40	Patty Murphy, Reporter
		O Miami Herald Neighbors	Feb	BW	4c x 4"	6x	\$ 1,152		183.5k	6 zones @ 192	Patty Murphy, Reporter
		OR Miami Herald	Feb	C	banner 6c x 3"	1x		\$ 1,550	207k	Sun. Tropical Life pg 1 <b>RESERVE ASAP</b>	Patty Murphy, Reporter
		O Sun Sentinel Community News + .com	Feb	C	3c x 5.25"	3x		\$ 975	224k ea	5 zones @ 195, inc PB,	Julie Otto, Sun Sentinel
		I Free Press	Feb	C	4c x 4"	2x		\$ 816	18k ea	BW 432	Todd Milligan, FP
		O TDC Coop	TBD								
		For example, offerings from last year:									
		Visit FL newspaper insert	Oct	C	Full pg 4c				1.6M	8/5/2012 \$1,000	
		Isla Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	3.6M	12/20/2012	
		NYTimes Winter	Jan	C	news/enews			\$ 800	1.6M	12/3/2012	
		KL Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	4M	12/13/2012	
Magazines and Guides	\$ 975	O FL Gardener	Dec	C	Full page	1x		\$ 600	14k	Back pg <b>RESERVE ASAP</b> Due 10/15 Billed 01/14	FFGC
		? KLCC Visitor Guide	Oct	C	1/8 pg	1x	\$ 373		18k	due 8/30/13 Also on line	KLCC
		O TDC Coop	TBD								
		For example, offerings from last year:									
		FL Travel and Life	Jan-Feb		Full pg 4c				100k	10/1/12, for FL res. \$500	
		Visit FL Insiders Guide	Annual		2 pg 4c			\$ 375	450k	10/18/2012	
		Culture magazine	Annual		2 1/8 x 2 15/16"		\$ 500		1.1M	Materials 7/20/2012, Payment 10/15/12	
Digital	\$ 1,590	O Events.Miami Herald.com	Oct-Feb					\$ 20		Picture for calendar posting	
		O TDC Coop	TBD								
		For example, offerings from last year:									
		KL Winter enewsletter	Jan-Mar		email/banner			\$ 450	1.6m	12/13/2012	
		KL Fall enewsletter	Oct-Nov		email/banner		\$ 450		1.7M	9/10/2012	
		Isla Fall enewsletter	Oct-Dec		HTML email		\$ 120		484k	9/14/2012	
		Isla Winter enewsletter	Jan-Mar		HTML email			\$ 520	2m	12/5/2012	
		NYTimes Getaway email	Nov		HTML email		\$ 100		320k	10/4/2012	
		O Fla-Keys.com	Oct-Nov		banner KL & Isla		\$ 275	\$ 200	500k/mo	Things to Do home \$100/mo/key + 75prod	
			Jan-Feb		banner KL & Isla			\$ 400	500k/mo		
Placement	\$ 7,687						Subtotal	\$ 1,818	\$ 7,687		
Production	\$ 228	3.5 hrs design for 6 ads									
Total Media	\$ 7,915	Total Adv.									
Out of county	\$ 6,318	OOO									
% OOC	80%										
Direct Mail	\$ 365	O Save date Postcard	Nov	C				\$ 365	400 clubs/circles	5"x7"@120, .46ea stamp, .5hr dsgn=33, labels=27	
		na Poster mailing Dist 10 11 12	Jan		Non-allowable for CU		\$ 126		67 clubs/circles	9x12 envS=17, 1.52ea post, letterS=6.7	
Poster	\$ 420	I Posters	Jan-Feb	C	11" x 17"	200		\$ 420		2hrs dsgn=130, print=250, art=40	
Programs	\$ 170	I Descriptions <b>ONLY 1/2 IS CU</b>	Feb	BW	8.5"x11" dblside	1500	\$ 170	\$ 170		.1/side=300, dsgn=40	
Non-Alloc	\$ 100										
TOTAL REQ'D	\$ 8,970						TOTAL GCUK	\$ 2,114			

Per Jodell, reimbursement based on payment date, not publish date.  
Ask Tinsley: Is KLCC Visitor Guide I or O? Calculated as OOC.

Both must be after contract is signed (earliest this year is Oct 16 2013)

*our cost*  
*\$1818*  
*1200*

*cost shift*



# GARDEN WALK 2014 ADVERTISING PLAN

4/23/2013 20:24

Media	Category	In/Out of County Logo	When	Type	Size	#Insertions	EXH E.B Est. GCUK expense	EXH. E.A Est. CU expense	Est. reach	Section/details	Source
Newspaper	\$ 5,122	I Reporter	Feb	C	4c x 4"	2x			13k ea	Includes S Dade	Patty Murphy, Reporter
		I Keynoter	Feb	C	4c x 4"	2x		\$ 781	14k ea	BW 446.40	Patty Murphy, Reporter
		O Miami Herald Neighbors	Feb	BW	4c x 4"	6x	\$ 1,152		183.5k	6 zones @ 192	Patty Murphy, Reporter
		OR Miami Herald	Feb	C	banner 6c x 3"	1x		\$ 1,550	207k	Sun. Tropical Life pg 1 <b>RESERVE ASAP</b>	Patty Murphy, Reporter
		O Sun Sentinel Community News + .com	Feb	C	3c x 5.25"	3x		\$ 975	224k ea	5 zones @ 195, inc PB,	Julie Otto, Sun Sentinel
		I Free Press	Feb	C	4c x 4"	2x		\$ 816	18k ea	BW 432	Todd Milligan, FP
		O TDC Coop	TBD								
		For example, offerings from last year:									
		Visit FL newspaper insert	Oct	C	Full pg 4c		\$ 1,000		1.6M	8/5/2012	
		Isla Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	3.6M	12/20/2012	
		NYTimes Winter	Jan	C	news/enews			\$ 800	1.6M	12/3/2012	
		KL Winter newspaper	Jan-Feb	BW	1/4 Pg BW			\$ 100	4M	12/13/2012	
Magazines and Guides	\$ 1,975	O FL Gardener	Dec	C	Full page	1x		\$ 600	14k	Back pg <b>RESERVE ASAP</b> Due 10/15/2013	FFGC
		? KLCC Visitor Guide	Oct	C	1/8 pg	1x	\$ 373		18k	<b>due 8/30/13</b> Also on line	KLCC
		O TDC Coop	TBD								
		For example, offerings from last year:									
		FL Travel and Life	Jan-Feb		Full pg 4c			\$ 500	100k	10/1/12, for FL res.	
		Visit FL Insiders Guide	Annual		2 pg 4c			\$ 375	450k	10/18/2012	
		Culture magazine	Annual		2 1/8 x 2 15/16"			\$ 500	1.1M	Materials 7/20/2012, Payment 10/15/12	
Digital	\$ 1,690	O Events.Miami Herald.com	Oct-Feb					\$ 20		Picture for calendar posting	
		O TDC Coop	TBD								
		For example, offerings from last year:									
		KL Winter enewsletter	Jan-Mar		email/banner			\$ 450	1.6m	12/13/2012	
		KL Fall enewsletter	Oct-Nov		email/banner		\$ 450		1.7M	9/10/2012	
		Isla Fall enewsletter	Oct-Dec		HTML email		\$ 120		484k	9/14/2012	
		Isla Winter enewsletter	Jan-Mar		HTML email			\$ 520	2m	12/5/2012	
		NYTimes Getaway email	Nov		HTML email			\$ 100	320k	10/4/2012	
		O Fla-Keys.com	Sep-Oct		banner KL & Isla		\$ 275	\$ 200	500k/mo	Things to Do home \$100/mo/key + 75prod	
			Jan-Feb		banner KL & Isla			\$ 400	500k/mo		
Placement	\$ 8,787						Subtotal	\$ 2,218	\$ 8,787		
Production	\$ 260	4 hr prod for ads									
Total Media	\$ 9,047	Total Adv.									
Out of county	\$ 7,450	OOC									
% OOC	82%										
Direct Mail	\$ 365	O Save date Postcard	Oct or Nov	C				\$ 365	400 clubs/circles	5"x7"@120, .46ea stamp,.5hr dsgn=33,labels=27	
		na Poster mailing Dist 10 11 12	Jan		Non-allowable for CU		\$ 126		67 clubs/circles	9x12 envS=17,1.52ea post,letterS=6.7	
Poster	\$ 420	I Posters	Jan-Feb	C	11" x 17"	200		\$ 420		2hrs dsgn=130, print=250,art=40	
Programs	\$ 170	I Descriptions <b>ONLY 1/2 IS CU</b>	Feb	BW	8.5"x11" dblside	1500	\$ 170	\$ 170		.1/side=300, dsgn=40	
Non-Alloc	\$ 100										
TOTAL REQ'D	\$ 10,102						TOTAL GCUK	\$ 2,514			

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