



Shopkins Live! 2017

Announce 4/18/17 | On Sale 4/28/17

Show date: October 8 2pm

Total proposed spend: \$7430.00

On SALE	Dates	Details	Cost	
Venue Eblast Announce	18-Apr	eblast to more than 108,000 FT eclub members	\$0.00	
Venue on sale eblast	24-Apr	eblast to more than 108,000 FT eclub members	\$0.00	
Facebook	April 24 - May 15	use of :15 web video produced by BYP	\$350.00	
Dash Two	April 28- May 19	digital campaign	\$1,500.00	
YouTube through Venue	April 24- June 16	use of :15 web video produced by BYP	\$500.00	
Digital				\$2,350.00
Facebook	August 1- August 30	use of :15 web video produced by BYP	\$250.00	
Fun 4 First Coast Kids	August 1 - August 30	use of :15 web video produced by BYP	\$350.00	
Dash Two	Sept. 5- Oct. 5	digital campaign	\$1,500.00	
YouTube through Venue	Sept. 5- Oct. 5		\$400.00	
				\$2,500.00
Radio				
DelMarva The Promise 100.7 /94.1	4/28-5/5	family station morning drive only	\$450.00	
				\$900.00
DelMarva The Promise 100.7 /94.1	9/25- 10/6	family station morning drive only	\$450.00	
Print				
Times Union Media Services	15-Sep	mailed to 75K FT ticket buyers	\$550.00	
Printing Edge		venue posters	\$55.08	\$605.08
Production				
Bill Young		radio spot, tv spot, web dub and production	\$1,075.00	\$1,075.00

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Misc

Printers Edge		venue posters	\$175.28
Bill Young Productions		radio production /admat	\$345.00
Katie Chaplin Design		poster design	\$8.75

\$529.03

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Total:

\$2,209.08