

townsquare

BRETT FRAZIER

for Caddo Parish Assessor

**ELECT BRETT FRAZIER FOR
CADDO PARISH ASSESOR**

BUILD AWARENESS

USE NUMBER ONE REACH MEDIUM WITH RADIO AND LOCAL DIGITAL

KEEL

101.7 FM & 710 AM

Local Radio

Utilize the **#1 reach medium** with broadcast and online radio commercials on 710 KEEL will reach your target audience.

Brett Frazier for Tax Accessor										
Broadcast or stream (B or S)	Weekly Distribution	Times		Spot Length	Spost P/week	Rate	Totals			Spot Details/Notes
		Start	End				Weeks	Total Spots	Total \$	
B-KEEL	M-F	6a	9a	30	5	\$55.00	1	5	\$275.00	News/Talk 10/30-11/3
	M-F	6a	9a	30	10	\$55.00	2	20	\$1,100.00	11/6-11/17

BE KNOWN BEFORE YOU'RE NEEDED

Awareness

Interest/Trust

Conversion

townsquare

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B-KXKS	M-F	6a	10a	30	5	\$50.00	1	5	\$250.00	Country 10/30-11/3
	M-F	6a	10a	30	10	\$50.00	2	10	\$500.00	11/6-11/17
		6a	3p	30	4	\$28.00	2	8	\$224.00	11/11 and 11/18

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B-KTUX	M-F	6a	10a	30	5	\$50.00	1	5	\$250.00	Walton & Johnson 10/30-11/3
	M-F	6a	10a	30	10	\$50.00	2	20	\$1,000.00	11/6-11/17
	Sat	6a	3p	30	4	\$25.00	2	8	\$200.00	11/11 and 11/18

BE KNOWN BEFORE YOU'RE NEEDED

Awareness

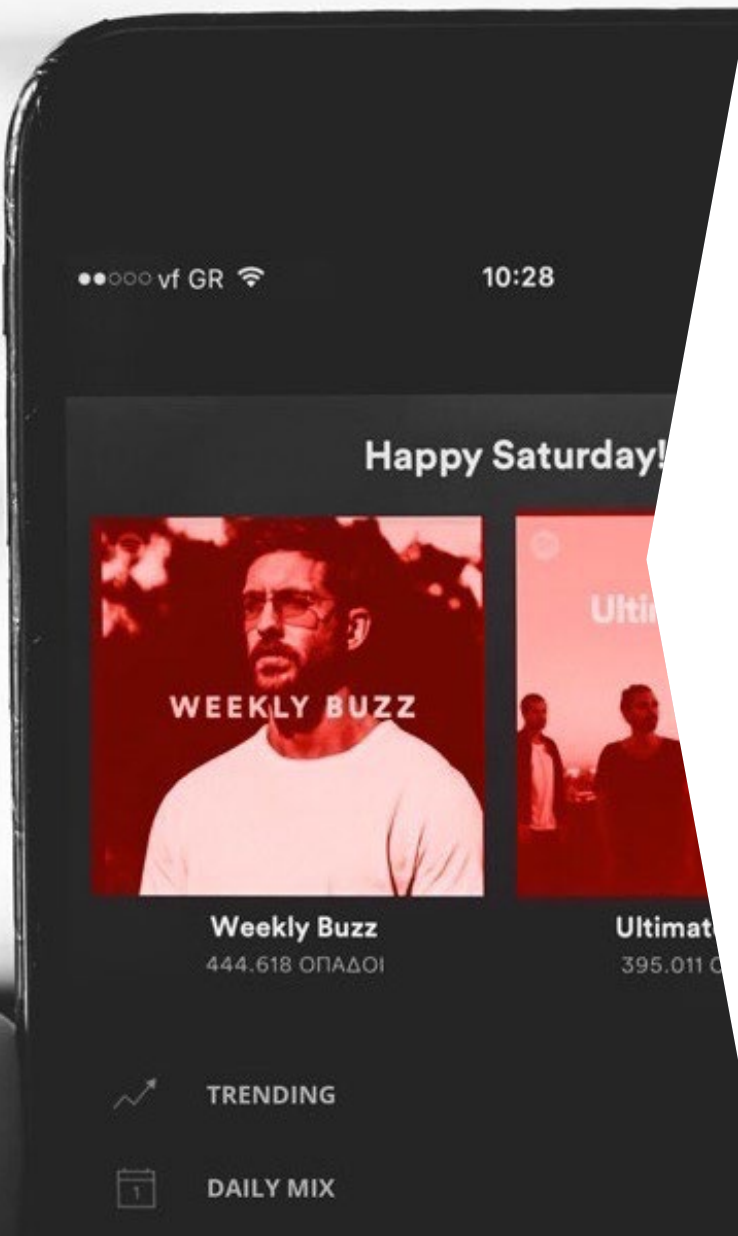
Interest/Trust

Conversion

townsquare

PROGRAMMATIC **AUDIO**

Are you ready to take your ad to the next level and reach a highly engaged audience in a meaningful and impactful way?



01

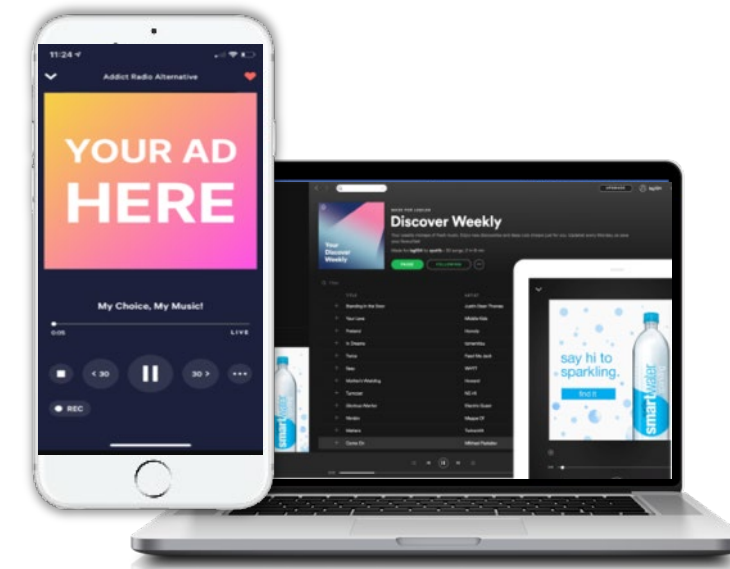
audio ads have shown a 24% lift in recall in comparison to traditional display

02

programmatic audio ads are excellent to grow brand awareness

03

reach a targeted audience on platforms like Spotify to go beyond the reach of radio



Mocks for illustrative purposes only

CROSS-PLATFORM:

DELIVERY OPTIONS:

Awareness

Interest/Trust

Conversion

Desktop Tablet Phone

Audio :15, :30 or :60

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ADDRESSABLE GEOFENCING

Interested in a digital version of direct mail on steroids with more deliveries and better targeting at a lower cost?

01 delivers content to devices in a specific physical postal address

03 provide addresses to us from your own database

02 target postal addresses based upon the attributes of your desired audience

04 measure how many consumers come into your physical location after being touched by the solution

CROSS-PLATFORM:



DELIVERY OPTIONS:



Awareness

Interest/Trust

Conversion

townsquare



RETARGETING

On average, customers visiting a business's site will convert less than 5% of the time on their first visit! What would you say to the other 95% to get them to do business with you?

01

deliver your messaging to consumers who have recently visited your website

02

send follow-up messaging to compel them to return or to expose them to other products, services or initiatives

03

drive different messages to those who: completed a transaction, didn't complete a transaction and more

PRE AND POST LAUNCH SUPPORT

STRATEGY & CAMPAIGN SUPPORT



Marketing Strategy and Creative Design/Execution



In-House Buying and Optimizations of Campaigns



Specific Data-Driven Recommendations Provided by Campaign Analysts



Regularly Scheduled and Custom Campaign Reporting Focusing on Actual Metrics, Not Vanity Metrics

TOWNSQUARE CAMPAIGN MEDIA PLAN

BRETT FRAZIER
for Caddo Parish Assessor

Solution Name	Audience Detail	Solution Footprint	Media Delivered	Volume	Budget Per Month
Programmatic Audio	Voters in Caddo Parish	Caddo Parish Zips	:15 or :30 Audio	22,727 Imp	\$500
Programmatic Display	Voters in Caddo Parish	Caddo Parish Zips	Banner Ad	90,909 Imp	\$500
Addressable Geo (STV)	Voters in Caddo Parish	Caddo Parish Zips	:30 Streaming TV ad	47,619 Imp	\$2,000

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	M-F	6a	10a	30	10	\$50.00	2	20	\$1,000.00	11/6-11/17
	Sat	6a	3p	30	4	\$25.00	2	8	\$200.00	11/11 and 11/18
Flight Weeks	Early Voting 11/3-11/11 Election Day 11/18						Total		\$3,799.00	\$3229.15 net

X _____
Townsquare Representative

DocuSigned by:
Brett Frazier
777B5638A4EE497
X _____
Client Authorization

X 10/25/2023

Date



Both parties have the right to cancel 90 days after the start of the campaign with 30 day written notice. [Terms & Conditions](#) can be found here

Timeline:

10/30-11/18

THANK YOU

Ryan.Best@townsquaremedia.com