



# Greater Williamsburg CHAMBER & TOURISM ALLIANCE

DATE: NOVEMBER 9, 2006

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URGENT

REPLY ASAP

PLEASE COMMENT

PLEASE REVIEW

FOR YOUR INFORMATION

#### COMMENTS:

Attached is information relating to the Christmas advertising program we are advocating.

The City has decided not to participate, so it would be the two counties, WHMA and the Alliance, each investing \$15,000.

Note that this effort would follow the completion of the WADMC fall/holiday effort, allowing us to emphasize this time of the year through the second week of December.

The date shown at the top of each column is the Monday of the week of advertising. The second sheet shows what day of the week. Radio reach is 40% with a frequency of 3 among women ages 25-54 during the period.

Thanks for helping to move this forward.

Dick

fax cover

**Foskey Phillips**

Media Recommendation for Williamsburg Chamber of Commerce  
Holiday Events 2006

**NEWSPAPER**

*Washington Post (eligible to use the contract rate for State of Va - 500,000 level)*

Sunday	circ 1,016,163 <b>Travel Section</b> 1/4 pg ad (31.5") 3 col x 10.5"	\$ 12,697.65	2x	\$ 25,395.30	Run Sunday Nov 26 and Dec 3
Wed	circ 738,993 <b>Escapes Section</b> 1/4 pg ad - pick up from Sunday and earn 50% discount	\$ 4,458.83	1x	\$ 4,458.83	Run Wed, Nov 29
<b>Express</b> Daily M-F	3 col x 11" (note ad is 1/2" shorter- Express is a tabloid if we run a 10.5" depth ad we would be charged for 11" as that is the full depth of a tab pg.)	\$ 2,087.25	2x	\$ 4,174.50	Run Thu, Nov 30 and Dec 7 <b>Weekender Section</b>

Total print

\$ 34,028.63

**RADIO**

Airs for 2 weeks (wk of 11/27, 12/4)  
WRQX FM 107.3 Hot Adult Contemporary  
WASH FM 97.1 Adult Contemporary  
WTOP FM 103.5

Target primary dayparts

Budget

\$ 20,971.00

Reach/Freq 40%/3 W25-54

WRQX and WASH are excellent with station promotions - 3rd party tie ins with other promotions to  
giveaway family 4 packs of tickets to Colonial Williamsburg  
WTOP airs traffic reports every 15 minutes - crucial to DC commuters -

**PRODUCTION**

\$ 5,000.00

**TOTAL HOLIDAY CAMPAIGN**

\$ 59,999.63

