

## Amador Wine Country Marketing Expense Breakdown Explanation

**Marketing:** The marketing line item has a lump sum due to the increased assessment allocation of funds. The funds will stay in the marketing category until the Marketing Committee decides how to use the funds. Regular budgetary check-ins from the Finance Committee will ensure that the funds are estimated correctly.

**Audio Streaming:** Co-marketing with Amador Counsel of Tourism – Audio streaming line item has a minimum of 13,157/ 30 second impressions per month on audio streaming channels within the targeted geography and demographic of the WHD. Key audio platforms include Audacy.com, Spotify, Sonos, ElBoton.com, iHeartRadio, and others.

**Broadcast:** Co-marketing with Amador Counsel of Tourism - The Broadcast Cable line item in a budget refers to the costs associated with airing content through traditional broadcast cable television and online streaming with a minimum of 68/30 second spots at targeted times during the news and specific programming within the targeted geography and demographic of the WHD. Monthly a Fox40 Home Page Takeover and Banner Ads will appear, a day of our choice Mon- Fri/ 3- 5-minute Studio 40 Live and Wine Down Wednesdays are available to schedule.

**CTV/OTT:** Co-marketing with Amador Counsel of Tourism - CTV/OTT refers to Connected TV (CTV) and Over-the-Top (OTT) services, which deliver streaming content directly to viewers via internet-enabled devices, bypassing traditional cable or satellite TV providers. With a minimum of 35,700/ 30 second impressions per month within the targeted geography and demographic of the WHD. Examples include Roku TV, Apple TV, Amazon Fire TV, Hulu, Netflix, Amazon Prime Video and Pluto TV.

**Design/Artwork:** The design and artwork for flyers, websites, brochure, and guide maps. In the past the design category was extremely high and to cut cost Megan has designed flyers and updating the website to help eliminate unnecessary cost.

**Event Show:** Co-marketing with Amador Counsel of Tourism – The event show refers hosting a booth or shared booth at an event to promote its products or services, engage directly with potential customers, build brand awareness, and generate leads. Examples: Bay Area Travel show, CAL ASE Meeting Planners show, Splash, Roseville Chamber of Commerce Economic Summit, and more.

**Media Relations:** A social media manager is responsible for creating, scheduling, and posting content on a company's social media platforms, as well as engaging with followers and managing the overall online presence.

**SEM:** Co-marketing with Amador Counsel of Tourism. SEM (Search Engine Marketing) is a digital marketing strategy that involves promoting Amador Wine Country or Events website by increasing the visibility on search engine results pages through paid advertising and optimization techniques. We receive a minimum of 1,100 clicks per month within the targeted geography and demographics of the WHD.

**Social Media:** Co-marketing with Amador Counsel of Tourism. Social media platforms used are Facebook and Instagram to promote Amador Wine Country, engage with audiences, and drive traffic and sales to events through organic and paid content. We receive a minimum of 936 clicks per month within the targeted geography and demographics of the WHD through contract. Additionally, we promote giveaways and wineries outside of the contract.

**Trade Org. Membership:** Trade organizations membership is the yearly membership cost to be members of the Amador Chamber, Roseville Chamber, Visit Folsom, Sac Metro Chamber, and other organizations to market Amador Wine Country.

**YouTube:** Co-marketing with Amador Counsel of Tourism. Advertising on YouTube involves promoting content through 30 second video ads. YouTube, as the second-largest search engine, provides businesses with powerful targeting options based on user behavior, interests, demographics, and search history. We receive 3,571 Non-Skippable In-Stream Ads per month within the targeted geography and demographics of the WHD.