



# CLIMBER Media Proposal

Colorado Loans to Increase Mainstreet Business Economic Recovery



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## Media Outreach: 6-month campaign

Cable, DISH Network, and broadcast TV commercials

Community radio (CPR and independent mix): rural and urban

Digital ads

Targeted email campaign option



# Outreach breakdown: statewide coverage

- TV** Featuring 1-minute PSAs; Broadcast will help us reach 90% of the state; Cable will provide layover coverage and hit additional areas. DISH Network (purchase w/cable) gets us into rural areas the others won't reach.
- Radio** 15- & 30-second spots; A mix of CPR and valued local community stations offering statewide coverage, particularly in hard-to-reach rural and underserved areas. Optional recordings by Treasurer Young available on select stations.
- Digital** Targeted online ads to small businesses statewide. Reporting dashboard available to measure reach and engagement. Retargeting available to re-engage visitors after leaving CLIMBER site.
- Email** Targeted emails sent to 50k small business owners and depository institution leaders distribution lists. Can include PSAs in email.



# Note on proposal

- For cable and community radio, there is only one spending option listed. This is because it is an amount that generates sufficient coverage and customer reach—the best bang for the buck, if you will.
- For the other outreach methods, I have shown the various options available. I recommended a specific spend level to receive adequate reach and coverage; however, if additional/less reach is desired, the other spends should help determine an alternative budget.
- Items with optional spends are noted with an asterisk on the next page of recommendations. In addition, the selected amounts for each effort is bolded on the background slides.





# Recommendations: 6-month campaign

Medium	Cost	Why recommended	Notes
Broadcast*			
9 News	\$55,000	97 commercials (1.7M impressions)	The highest spend gets us a decent frequency for the larger area this station serves.
KOAA (CO Springs)	\$30,000	64 commercials (764k impressions)	Sufficient impression for smaller area than 9News
KREX (Grand Junction)	\$15,003	182 commercials (618.2k impressions)	Sufficient impressions for this; smaller reach than the others
Cable and DISH Network	\$150,000	4,015 commercials (2.36M impressions)	This spend is sufficient to have a good frequency on high-reach and high minority-market penetration stations and includes streaming commercials on network channels
Radio	\$45,000	Statewide coverage	This spend serves up a recommended number of commercials per station during prime spots (drive time and weekend rotations)
Digital*	\$45,000	4.5M impressions	This mid-range spend delivers 750k impressions/mo statewide.
Optional Email Campaign*	\$15,750	150k emails statewide to small businesses and depository institutions	I believe three is sufficient to pique interest, drive to website, and encourage eNews list sign-up.
<b>Total Recommended Budget</b>	<b>\$360,000</b>	<b>Actual amount: \$355,753</b>	If it easier to allocate a round number, I can allocate the additional to the digital campaign.

\*Additional spending options listed on following slides.



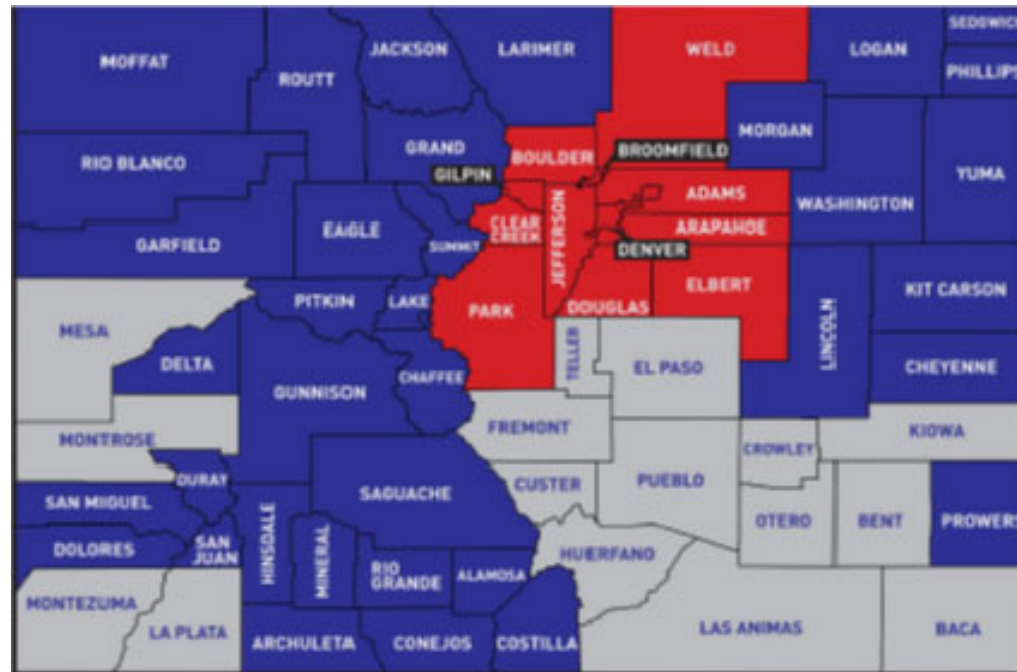
# Broadcast: 9 News

- Mix of prime rotation and daytime
- Weekdays and weekends
- \$35,000 = 53 commercials – 881.9k impressions
- \$45,000 = 81 commercials – 1.3M impressions
- **\$55,000 = 97 commercials – 1.7M impressions**



## Broadcast Coverage: 9 News

- Blue/red areas



## Broadcast: KOAA (CO Springs/Pueblo)

- Prime rotation
- Olympic trials (June)
- Olympic prime (July/August)
- Weekend EM news Weekday 4pm news
- \$20,101 = 51 commercials – 537.6k impressions
- **\$30,000 = 64 commercials – 764k impressions\***

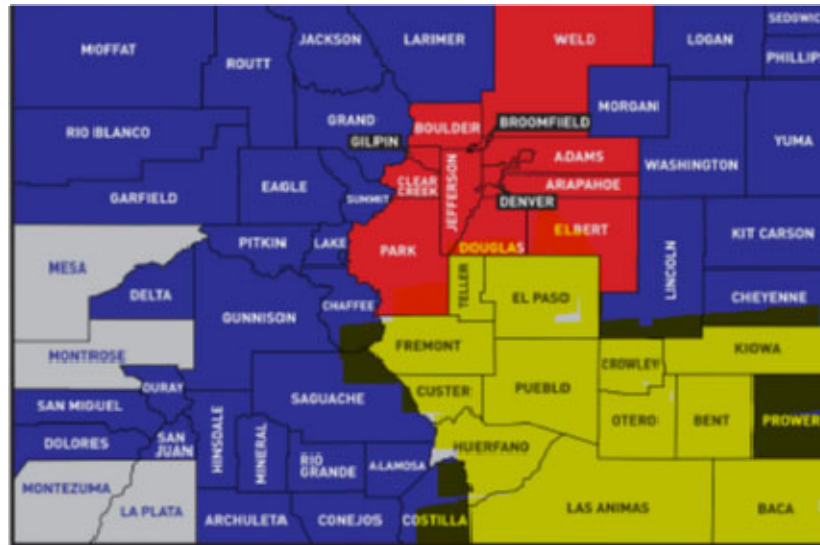
\*Includes additional prime/Olympic spots for heightened visibility.





# Broadcast Coverage: KOAA

- 1,000,000 local viewers, 3 out of 4 viewers tune in to KOAA5 each week.
- Covers area not covered by 9 News (yellow)



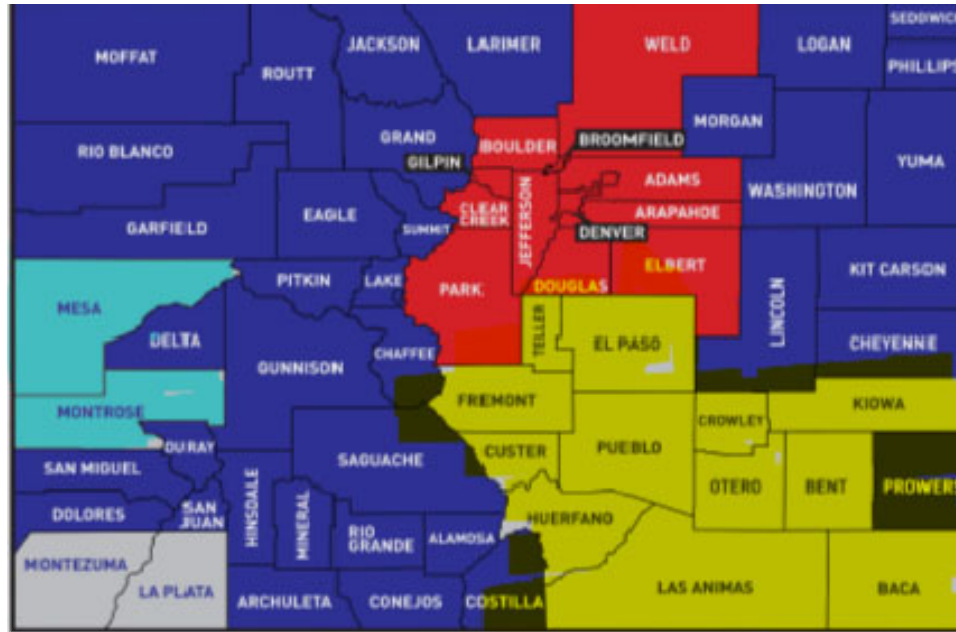
# Broadcast: KREX (Grand Junction)

- Prime weekdays and weekends
- **\$15,300 = 182 commercials – 618.2k impressions**
- \$25,025 = 258 commercials – 911.9k impressions



# Broadcast Coverage: KREX

- Covers area not covered by 9 News and KOAA (light blue)



# Cable and DISH Network

- Comcast's partnership with DISH allows greater access into rural markets where cable and broadcast might not reach.
- Cross-channel metric: high general reach + high minority viewing
- \$150,000; \$10,000 of which is allocated for 50/50 split OnDemand commercials and streaming network channels
- CO Springs DMA: 2,336 commercials; 1.06M impressions
- Denver DMA: 1,679 commercials; 2.3M impressions

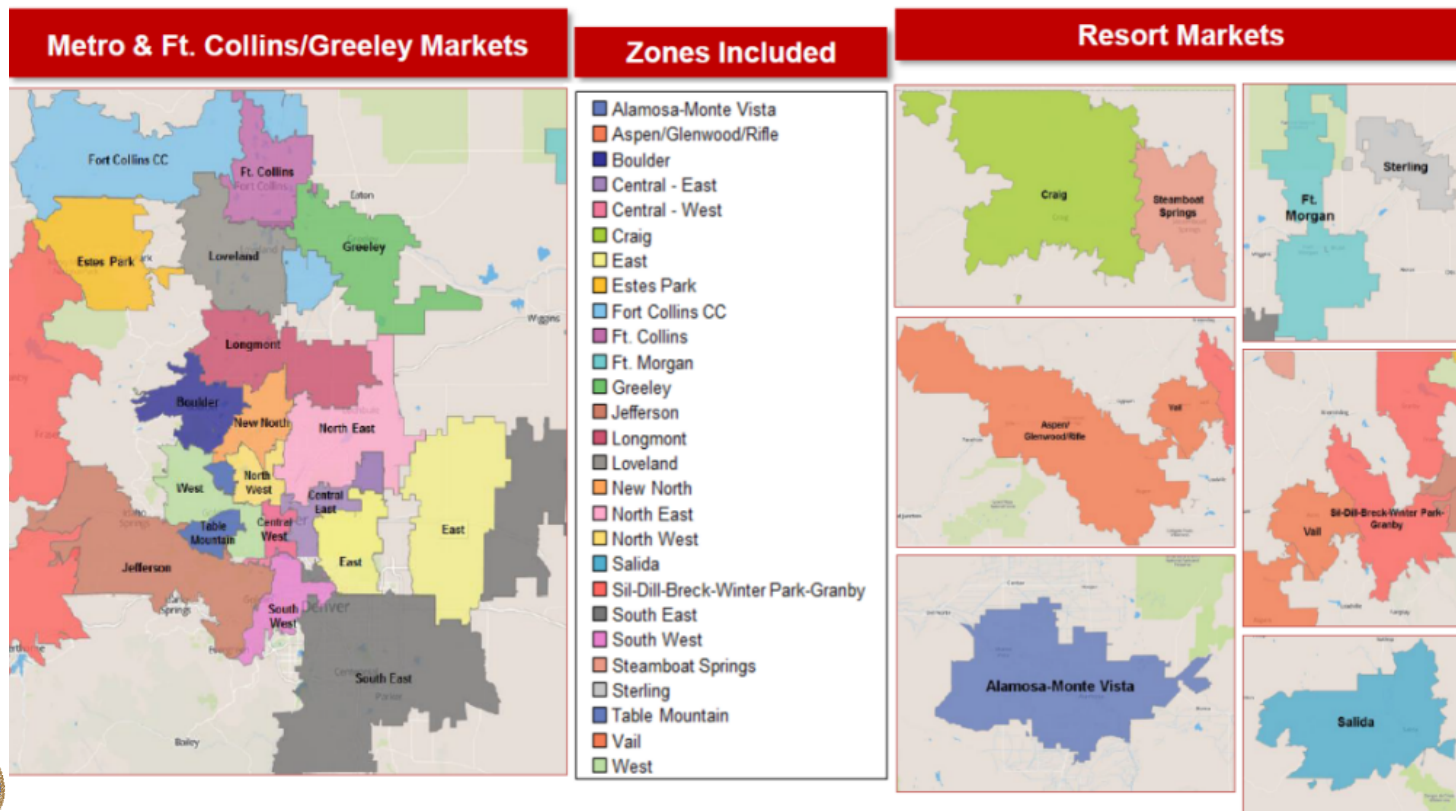


# Campaign Channels

- MTV
- AMC
- Cooking Channel
- NBC Sports
- VH1
- History
- Cartoon Network
- Oxygen
- Travel
- Time Warner Cable
- Disney XD
- Pac-12 Network
- HGTV
- ESPN
- Investigation Discovery
- MLB Network
- Fox Sports



# Coverage: Cable and DISH Network



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# Community Radio Underwriting (statewide)

- \$45,000 = Mix of CPR and local community stations
- Programming during drive times and rotating on weekends
- Treasurer Young can record the spot on some; some do not allow due to FCC regulation (CPR stations)
- 15- and 30-second spot options



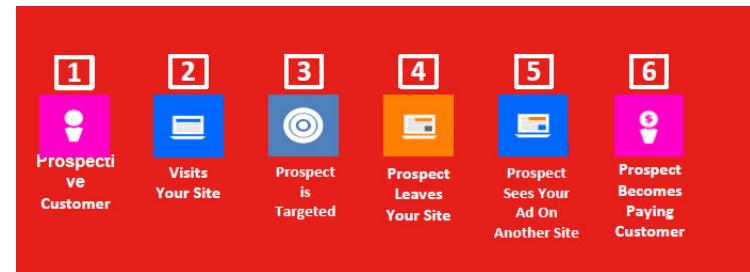
# Community Radio Underwriting

Station	Region
KAFM	Grand Junction
KBUT	Crested Butte, Gunnison
KDNK	Carbondale, Glenwood Springs, Aspen, Leadville
KSUT	Ignacio, Durango, Cortez, Pagosa Springs, Farmington, NM (and Ute tribal radio)
KUNC	Greeley, Eastern Plains, Northern Mountains (Denver-Fort Collins), Vail, Steamboat
KVNF	Paonia, Montrose, Crawford, Lake City, Ridgway, Ouray, Grand Valley
KRCC	CO Springs, Pueblo, SE Plains
KSKP	Walsenburg/Pueblo, CO Springs, Trinidad, Alamosa, Del Norte, South Fork
KAFM	Grand Junction
KBUT	Crested Butte, Gunnison
KDNK	Carbondale, Glenwood Springs, Aspen, Leadville



# Audacy Digital (statewide)

- Digital ads across platforms (mobile, desktop, etc.)
- Retargeting ads to re-engage visitors to site
- Target small business owners
- **\$45k = 4.5M ads**
- \$55k = 5.5M ads
- \$65k = 6.5M ads



# Audacy Email Marketing (statewide)

- Additional cost option
- Small businesses and depository institutions
- 50k emails x 4 email blasts = \$21,000
- **50k emails x 3 email blasts = \$15,750**
- Email delivery and online ads sent at same time to reinforce message
- Attribution: tracks who sees your multichannel ads and visit your site



# Thank you!

## Questions?

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