

Media Campaign Budget

July 2011-June 2012

Account representatives from The Portland Radio Group (representing 6 stations), WCSH-TV (NBC, channel 6), the Maine Sunday Telegram/Portland Press Herald, and the company that handles advertising for the Metro bus system were contacted to discuss the best media buy for **ecomaine's** media campaign this coming year. Our goal for the media buy is high reach (numbers of people) and frequency (repetition experienced), which is best attained with concentration in one media outlet.

Campaign goal: Raise recycling awareness (outcome measurement will be anecdotal).

Specific message content: To be developed

Assumptions:

Audience

- Primary target: residents and businesses of our 21 owner communities and 22 contracted communities (25% of Maine's population).
- Secondary target: communities and businesses who are potential **ecomaine** customers.
- No specific demographics.

Time Period

- A 12-month media presence.

Call to Action (message topic)

- Most people recycle, but do not recycle everything or may not recycle both at home and at work; they are either unaware what qualifies as recyclable or see no consequence or benefit.
- Trash deposited in recycling containers is a growing problem.

Conclusion: The best reach and frequency is obtained through the WCSH-TV package (below).

WCSH-TV (NBC, channel six): \$30,000

WCSH-TV's package reaches their news audiences Monday-Friday in the morning (70% of all TV news viewers; includes "Today") and in the evening (63%); it would also include The Doctors (4-5:00 pm). WCSH-TV news reaches 100,000 people per broadcast and covers our geographical region well. Commercials are 30-seconds.

The following are included:

- Commercial video production (in HD) and assistance with commercial development.
 - 14 spots per week for two consecutive weeks each month for 12 months (87.6% of all people who watch TV [all stations] will see the commercial 7.2 times).
 - Website ad to be shown 45,000 times per month with 600,000-1 million visitors per month for six months; thereafter, as space permits at no additional cost.
-

Other media considered were:

Metro/Buss Advertising

This medium is affordable (\$9,500 for 12-month wrap on the back of a bus, including installation), but reaches only Portland, Westbrook, Falmouth and the Maine Mall in South Portland.

MST/PPH

The Maine Sunday Telegram/Portland Press Herald cost would be \$29,000 (color) or \$15,000 (B&W), given the following: 5.75"x3", Sunday, Tuesday, and Saturdays on alternating weeks, all editions. The paper has a circulation of 150,000 (PPH 60,000/MST 93,000), but is not the newspaper of choice for many people outside of Greater Portland, where it competes with other, more local dailies: Sun Journal (Lewiston), Journal Tribune (Biddeford), Morning Sentinel (Waterville), and Kennebunk Journal (Augusta). This could be augmented with website advertising if B&W print were chosen.

WCLZ (98.9) Radio

The Portland Radio Group suggested a package with WCLZ- a radio station that attracts a better educated audience with good incomes and "green" interests. (Though audience demographics are available, audience numbers are not.) The station covers our geographical region well. message can be changed frequently.

The package offered was at a cost of \$35,000 and includes the following:

- Sponsorship of the "environMinute," created by the Environmental Health Center, a division of the National Safety Council and funded by the Theresa and H. John Heinz III Foundation. Sponsorship includes a ten-second introduction and 60-second commercial that follows the environMinute. This would air 35 times each week (scattered through seven days a week and at any times between 6:00 am-midnight). The station has run this program for the past five years.
- Two station appearances (remotes, with pre-appearance mentions).
- Banner (in rotation with three other advertisers) on the station's website (www.989wclz.com).



2011 Annual Plan

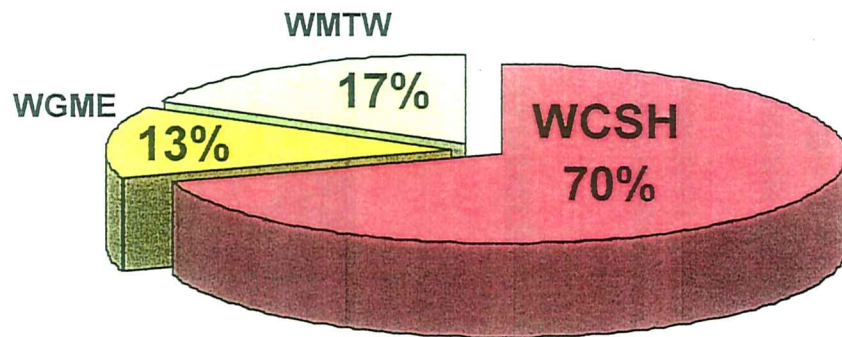
- **6 Month paid advertising campaign utilizing the strength of Maine's News and Information Leader.**
- **6 Months of rotation in WCSH 6 PSA inventory, to correspond with the months there is no paid commercial schedule. Allows Ecomaine to have a presence for the entire year while paying for six months.**
- **In addition 15 no charge commercials per week during off months on our Digital News and Weather Station. (166 on TWC)**
- **45,000 gross online impressions per month for 6 months out of the year. Ad size is the largest available on WCSH6.com and will be sure to drive awareness on matters of recycling.**
- **Commercial made in full HD**



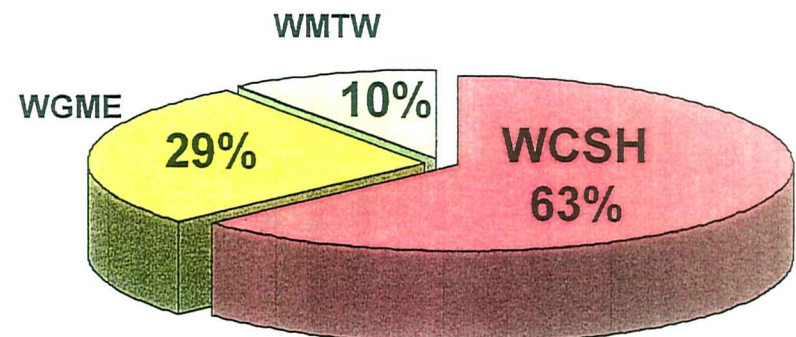
Your Customer's choice for local news is clear!

70% of viewers choose NEWS CENTER and the TODAY SHOW as their trusted source each morning.

Nearly two-thirds of viewers tune to NEWS CENTER each evening for their local news.



Mon-Fri, 5-9am



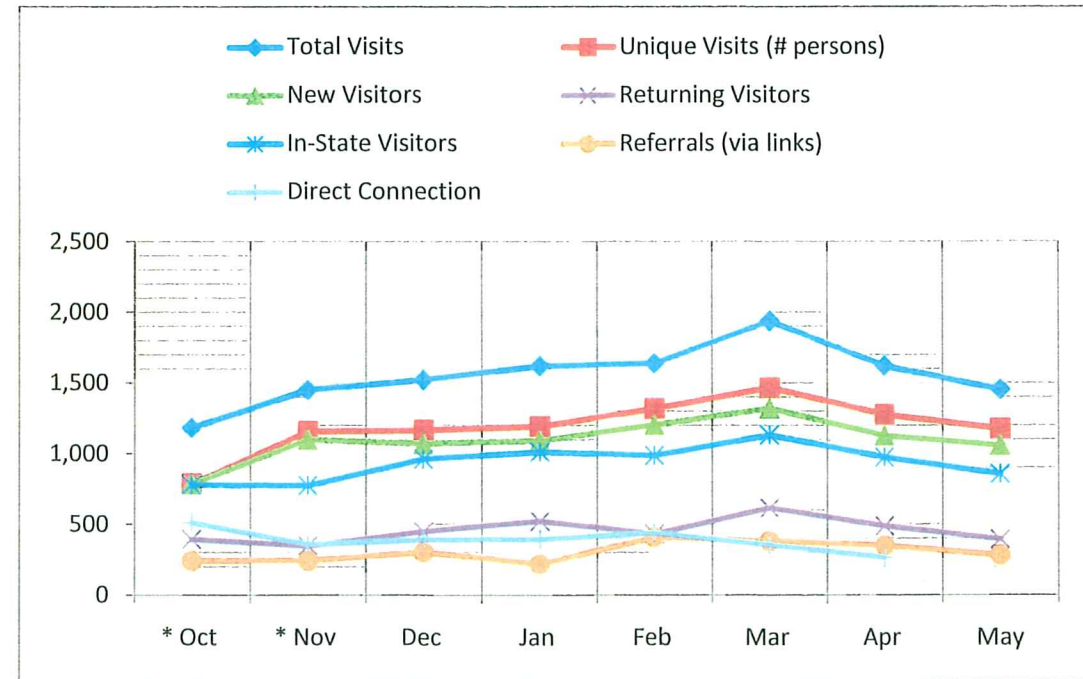
Mon-Fri, 5-6:30pm

Source: Nielson, Portland-Auburn ME, May 2011, Adults 25-54.
Percentages of available local news viewership/ratings.

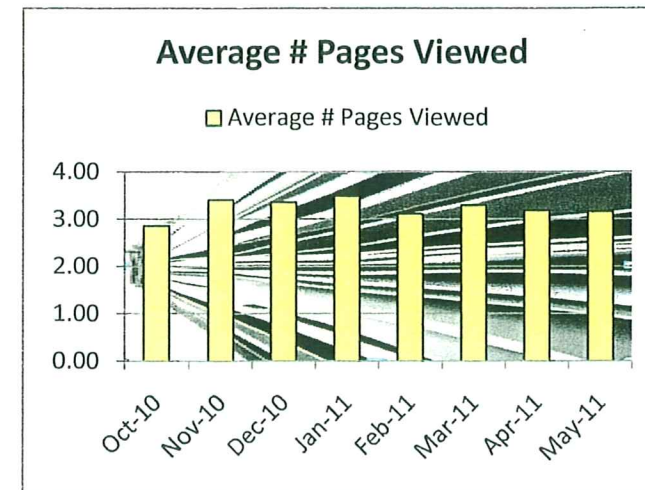
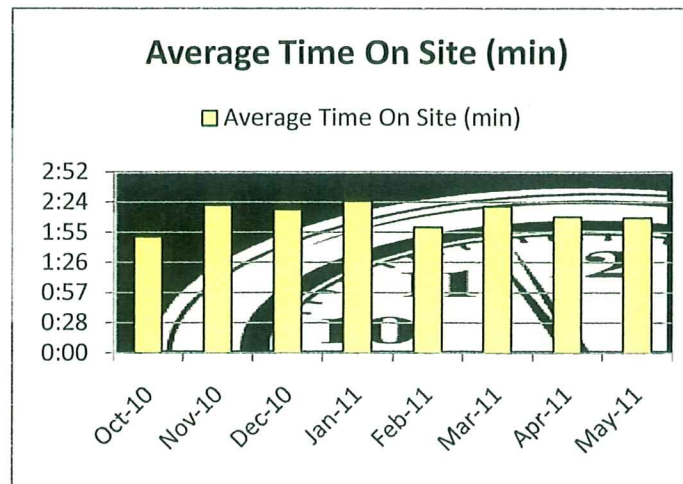
Web Analytics

	2010 * Oct	2010 * Nov	2010 Dec	2011 Jan	2011 Feb	2011 Mar	2011 Apr	2011 May
Total Visits	1,189	1,456	1,529	1,626	1,644	1,943	1,624	1,459
Unique Visits (# persons)	790	1,160	1,169	1,195	1,320	1,467	1,277	1,177
New Visitors	790	1,104	1,077	1,098	1,210	1,325	1,132	1,062
Returning Visitors	399	352	452	528	434	618	492	397
In-State Visitors	786	781	969	1,018	994	1,137	980	861
Referrals (via links)	246	248	307	224	412	384	353	284
Direct Connection	519	362	397	400	443	359	272	243
Average Time On Site (min)	1:51	2:21	2:17	2:25	2:00	2:20	2:10	2:09
Average # Pages Viewed	2.86	3.41	3.35	3.48	3.10	3.29	3.18	3.16
Top 5 Pages (#1 = most popular; excludes index/home page)								
Recycling	1	1	1	1	1	1	1	1
WTE (Electric Generation)	2	2	3	3	3	2	2	2
About Us	3	3	2	2	2	3	3	3
Contact Info	4	5		4				5
Stats/Annual Reports	5		5	5	4	4	4	4
Jobs		4	4		5	5	5	

Total Visits # of times visits were made to this site; includes multiple visits by the same individual
Unique Visits (# persons) # of individuals who visited during the designated time period (not the # times visits were made)
New Visitors # of individuals who have never visited the ecomaine Web site before



*Tracking began Oct. 9, 2010; ecomaine employee filter not applied until Nov. 1, 2010



Analytics Settings View Reports: www.ecomaine.org

My Analytics Accounts: www.ecomaine.org

Dashboard

Intelligence Beta

Visitors

Overview

Map Overlay

New vs. Returning

Languages

Visitor Trending

Visitor Loyalty

Browser Capabilities

Network Properties

Mobile

User Defined

Custom Variables

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

Email

Help Resources

About this Report

Conversion University

Common Questions

Export Email Add to Dashboard

Advanced Segments: All Visits

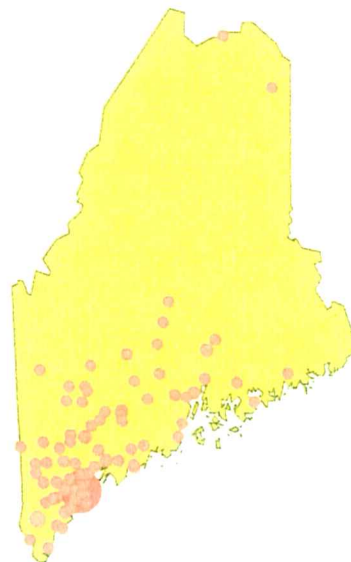
Overview »

State Detail:
Maine

May 1, 2011 - May 31, 2011

Visits

Zoom Out



This state sent 861 visits via 76 cities

Detail Level: City Dimension: [None](#)

Site Usage [Goal Set 1](#)

Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
861	3.48	00:02:25	65.85%	24.62%
% of Site Total:	Site Avg: 3.16	Site Avg: 00:02:09 (12.02%)	Site Avg: 72.79%	Site Avg: 33.79%

	Detail Level: City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Portland	385	3.51	00:02:17	65.97%	22.34%
2.	Sanford	61	2.87	00:02:15	22.95%	31.15%
3.	Westbrook	35	3.29	00:02:12	71.43%	14.29%
4.	Bangor	26	4.23	00:04:35	73.08%	19.23%
5.	South Portland	24	3.08	00:01:01	83.33%	41.67%
6.	Falmouth	19	4.16	00:00:55	57.89%	5.26%
7.	Searsport	19	2.58	00:01:39	36.84%	21.05%
8.	Augusta	19	2.95	00:03:27	94.74%	26.32%
9.	Gorham	18	6.56	00:05:50	72.22%	22.22%
10.	Saco	17	3.29	00:01:51	70.59%	11.76%

Filter City: [containing](#) Go [Advanced Filter](#) Go to: Show rows: 1 - 10 of 76

ecomaine RECYCLING REVENUE-SHARE

Revenue Share Matrix	
ecomaine Average Revenue Per Ton	Revenue Share
140+	35.00
130-139.99	30.00
120-129.99	25.00
115-119.99	20.00
110-114.99	17.50
105-109.99	15.00
100-104.99	12.50
95-99.99	10.00
85-94.99	5.00
80-84.99	0.00
75-79.99	-5.00
70-74.99	-10.00
65-69.99	-15.00
60-64.99	-17.50
55-59.99	-22.50
50-54.99	-25.00
45-49.99	-30.00
40-44.99	-35.00
35-39.99	-40.00
30-34.99	-45.00
25-29.99	-50.00
20-24.99	-55.00
15-19.99	-60.00
10-14.99	-65.00
5-9.99	-70.00
0-4.99	-75.00

Sunrise Guide 2011-2012

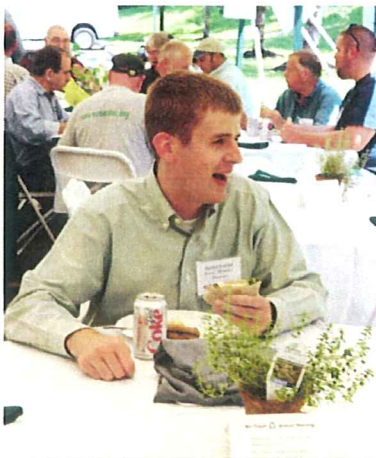
On-line ads/links

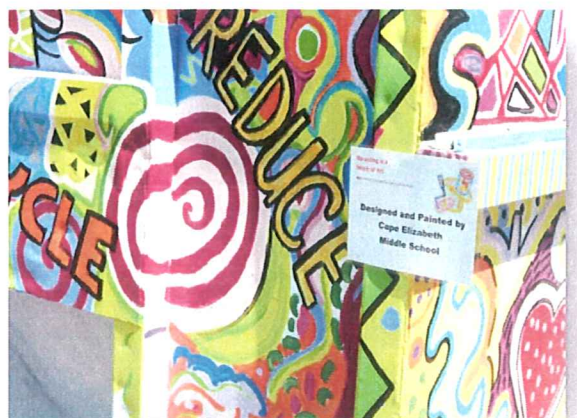


ecomaine**2011 Annual Meeting**

Thursday, June 16

- Guest Speaker: Darryl Brown, Director of the Maine State Planning Office.
- Attendees: 58 (37 guests, board, speaker; 21 employees).
- Certificate of appreciation presented to out-going board member Mahlon Johnson.
- Reports/remarks from: Chairman Michael Bobinsky, Treasurer Jim Gailey, Audit Committee Chairman Gary Foster, Recycling Chairman Troy Moon, and General Manager Kevin Roche.
- Nomination Committee Chairman Nick Mavodones announced that current officers had been re-nominated; the vote to re-elect was unanimous for: Chairman Mike Bobinsky, Vice Chairman Mike McGovern, Treasurer Jim Gailey, and Secretary Gary Foster.
- Members of the Executive, Finance, Audit, and Recycling Committees were also elected.
- Annual Reports were distributed.





SWANA Meeting at ecomaine

The Bottle Bill Debate
June 17, 2011

Attendance: 48 (including employees)



- ❖ Welcome: Mark St. Germain, SWANA Chapter President
- ❖ Introduction & Membership: Jeff Murray, Director, Chapter International Board Director, SWANA
- ❖ Moderator: Missi Labbe, ecomaine Program Development Manager
- ❖ Overview of the Bottle Bill: Steve Giguere, Program Manager, Maine's Bottle Bill
- ❖ Debate Participants:
 - Clayton Kyle, CEO, CLYNK
 - Newell Auger, Executive Director, Maine Beverage Association
 - Matt Prindiville, Clean Production Project Director, Natural Resources Council of Maine
 - Kevin Roche, General Manager, ecomaine
- ❖ Tours of ecomaine's Single Sort Recycling Facility and of CLYNK's Bottle Bill Recycling Facility
- ❖ Debate was videotaped for future



use/availability



Silver bullet Painting Contest Recap

The committee sponsored a competition to create artistically themed silver bullets to draw attention to recycling. Three designs were chosen from the entries received. One of the completed designs is pictured here.

This Not silver any more Bullet was designed by 2 students at Cape Elizabeth Middle School and the process of painting the design was a joint effort of many of the art students at Cape Elizabeth middle school and included teachers and parents. This unique colorful bullet will be put into circulation in Cape Elizabeth in the next couple of weeks, after a clear coat is applied to help preserve the design. The remaining two bullets, from Ogunquit/Wells Middle School and Portland's Lincoln Middle School, are expected to be completed by this fall.

