



**NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY
("V&T Railway Commission")
Agenda Report**

Date Submitted: 8/22/24

Meeting Date Requested: 8/28/24

Time Requested: 10 Minutes

To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

From: David Peterson

Subject Title: Discussion and presentation regarding the Fall 2024 Media Plan– **Melissa Deitz of Deitz Media and Marketing** (admin@vtrailway.com)

Staff Summary: Melissa Deitz of Deitz Media and Marketing will present the Fall 2024 Media Plan.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

Applicable Statute, Code, Policy, Rule or Regulation:

Fiscal Impact:

Explanation of Impact:

Funding Source:

Supporting Material/Attachments:

Prepared By: Cheryl Bailey, Executive Assistant

V&T Railway
Aug - Oct Media Plan
DRAFT 8.16.24

OFFLINE MEDIA	NOTES	Avg Cost Per Month/Week	Estimated Campaign Impressions	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	MEDIA	COMMISSION	TOTAL	
General Sessions															
Outdoor	High Traffic Surface Streets														
10x22 Poster Panels	4 units Reno/Sparks. Poster prod included.	\$ 2,941	1.2 - 1.6 million			9/9 - 10/6						\$ 2,500.00	\$ 441.18	\$ 2,941.18	
												Outdoor Total	\$ 2,500.00	\$ 441.18	\$ 2,941.18
Radio															
Reno Media Group Power Impact Package	9 stations, 14 spots/wk p/station. 126 total spots/wk. 204,400 imps/wk	Avg Cost Per Flight/Week	Estimated Campaign Impressions	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14				
	Branding (:15 script)	\$ 1,134	1,635,200	1	1	1	1	1	1	1	1	\$ 7,711.20	\$ 1,360.80	\$ 9,072.00	
												Radio Total	\$ 7,711.20	\$ 1,360.80	\$ 9,072.00
Digital	Demo: Adults 40+, Affluent	Avg Cost Per Flight/Month	Estimated Campaign Impressions	Sept 1-30				Oct 1 - 20							
Search	Always On	\$ 300	162,602									\$ 600.00	\$ 105.88	\$ 705.88	
Retargeting	Always On - Display	\$ 50	27,100									\$ 100.00	\$ 17.65	\$ 117.65	
Display	Programmatic Display	\$ 350	189,702									\$ 700.00	\$ 123.53	\$ 823.53	
Video	CTV	\$ 575	46,000									\$ 1,150.00	\$ 202.94	\$ 1,352.94	
												\$ 2,550.00	\$ 450.00	\$ 3,000.00	
				MEDIA TOTAL								\$ 12,761.20	\$ 2,251.98	\$ 15,013.18	