



Timeframe: September 2015 - August 2016

YEAR THREE

	<u>Project</u>	<u>Product</u>	<u>Description</u>	<u>Project Design</u>
<b>1</b>	<b>"Aviation Thrives Here" Branding Campaign</b>		<b>Branding Initiative targeting multiple audiences</b>	
	(Messaging includes City of Greensboro logo)	WFMY-TV	:30 & :60 sec commercials	336x
		WFMY Weather Channel	:30 & :60 sec commercials	336x
		wfmynews2.com and Extended Reach Network	website banner ads & video pre-roll	720,000 impressions
<b>2</b>	<b>August Major Sports</b>			
	(Messaging includes City of Greensboro logo)		:30 sec commercials	12x
			Airing in Wyndham Championship and Wyndham Specials	
<b>3</b>	<b>High School Sports / Friday Football Fever</b>			
	(Messaging includes City of Greensboro Logo)		Includes Aviation Triad sponsorship for High School Highlights Show	
		WFMY-TV	Tune-in promos (logo inclusion)	75x
			1x :30 sec commercial per show; billboard open; 75x tune-in promos	26x
		highschoolsports.com + station website	website banner ads + video pre-roll	125,000 impressions
<b>4</b>	<b>ACC Basketball Tournamnet</b>			
	(Messaging includes City of Greensboro Logo)	WFMY-TV	:30 sec commercials in 2015 ACC Tournament Games and Sports Specials	18x

5	Aviation Triad Website			
	(Messaging includes City of Greensboro Logo)	<a href="http://www.aviationtriad.com">www.aviationtriad.com</a>		
		<a href="http://www.aviationtriad.com/triad/greensboro">http://www.aviationtriad.com/triad/greensboro</a>		
		<a href="https://www.facebook.com/aviationtriad">https://www.facebook.com/aviationtriad</a>	Guide - revised for Year Three	
		<a href="https://twitter.com/aviationtirad">https://twitter.com/aviationtirad</a>	<i>and reputation management included</i>	
			<i>Search Engine Optimization and Search Engine Marketing Campaigns</i>	
		Extended Reach Network	Targeted banner display advertising	900,000 impressions
		Military Times Website	Targeted banner display advertising	1 Million+ Impressions
6	Aviation Update Segments			
		WFMY-TV	:60 sec segment profiles featuring Community Colleges and Industry Partners	72x
		WFMY-Weather Channel	:60 sec segment profiles featuring Community Colleges and Industry Partners	72x
		<a href="http://www.aviationtriad.com">www.aviationtriad.com</a>	Segment archived on website	
				Project Budget:
				\$213,900
City of Greensboro Contribution:				\$35,000