



This year's campaign spread the message of this signature event throughout Chicagoland and local Ottawa markets, targeting an affluent older demographic (ages 30 and older) - focusing on those interested in music and live theater.

Campaign Cost
\$61,292
CVB Added Value
\$29,620
Total Campaign Value
\$90,912

Television

Cost: \$16,945 CVB Added Value: \$2,702

Total Value: \$19,647



Production of :15 Spot
(Used for Television and Digital)



24 :15 Commercials
(Check, Please!, Chicago Tonight,
Other Culinary Specials)



50 :15 Commercials
(Various Programming)
Reach - 90,000



5 :15 Commercials
(Morning News, Two-and-a-
Half Men)
Reach - 2,715,000



50 :15 Commercials
(Various Programming)
Reach 250,000

Print

Cost: \$17,923 CVB Added Value: \$7,126

Total Value: \$25,049



Chicago Jazz Magazine
2/3 page ad
March/April Issue



WTTW's The Guide
1/2 page ad
May and June Issues



West Suburban Living
Full page ad
May Issue



Suburban Family
1/2 page ad
May / June



Neighborhood Tourist
Full page ad
March/April Issue
Distribution - 90,000



Playbill
Full page ad
April and May Issues
Distribution - 334,587 per month



Independent Newspapers
1/4 page ad
April 20 - 4 cities



Chicago Visitors Guide
Event Mention
Spring/Summer Issue
Distribution - 500,000

Digital

Cost: \$7,229

CVB Added Value: \$12,760

Total Value: \$19,989



Facebook Video Ad

18,294 Impressions
(80.1% watched all 15 seconds -
over 55 hours of watching)



Daily Herald

40,000 banner impressions
50,000 email ad impressions
20,000 retargeting impressions



WGNtv.com

1-day home page takeover
1 e-blast mention
50 streaming commercials
400,000 impressions



Chicago Jazz Magazine

2 Dedicated E-blasts
93,000 impressions per blast
Sponsorship of Featured article
2 E-Blast Mentions
2 Facebook posts



WINE • LOBSTER • JAZZ



WDCB

Eblast Mention
Featured Event 6/3 - 6/11
Jazz Calendar Online Listing



American Road

Featured Event Listing
Event Itinerary
On-site Banner ads



Comcast

Email login page takeover
159,346 impressions



WTTW.com

Check, Please! Pre-roll
Chicago Tonight Pre-roll
436,157 impressions



WFMT.com

Home page banner button
Online contest
2 eblast ads
40,147 impressions



Other Social Media

FB Posts: 22
FB Impressions: 7,665
Tweets: 7
Tweet Impressions: 1,498



CVB Newsletters

Listed in 4 Newsletters
Combined 4,515 Opens
79 Clicks to
Ottawa2RiversWineFest.com or
YouTube Commercial

Radio

Cost: \$19,195

CVB Added Value: \$7,032

Total Value: \$26,227



120 :60 Commercials



40 :60 Commercials



60 :60-s Commercials



100 :30 Commercials



600,000 listeners
68 :60 Commercials
14 :15 Commercials
20 Contest Promos



25 :30 Commercials
25 :30 Promos
Live Remote - 8 breaks
Talent Appearance



15 commercials
Reach 121,600



34 Sponsorship Mentions



126 :30 Commercials

Heritage Corridor
convention & visitors bureau

