

DTTD
Visit NH Fall 2022 Media Plan

Media Channel	July					August				September				October				November			TOTAL IMPRESSIONS			
Monday Calendar Dates	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21		
TV + CTV																								
Comcast										8/22 - 10/16														1,109,496
TOTAL TV IMPRESSIONS																							1,109,496	
DISPLAY																								
AdTheorent										7/18 - 10/15														8,890,311
Causal IQ										7/18 - 10/15														5,000,000
AARP										7/18 - 10/15														2,621,951
TOTAL DISPLAY IMPRESSIONS																							16,512,263	
SOCIAL																								
Facebook/Instagram										7/18 - 10/31														10,250,000
Pinterest															9/6 - 10/31									900,000
Influencer															9/6 - 10/31									1,800,000
TOTAL PAID SOCIAL IMPRESSIONS																							12,950,000	
SEM																								
Google										7/18 - 10/31														1,483,000
TOTAL PAID SEARCH IMPRESSIONS																							1,483,000	
CAMPAIGN TOTAL																							32,054,759	