

MEDIA FLOWCHART

DTTD
Visit NH Fall 2023 Media Plan

Media Channel	August				September					October				November		TOTAL IMPRESSIONS	
Monday Calendar Dates	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6		
DISPLAY																	
AARP			8/15 - 10/31												3,039,967		
AdTheorent		8/7 - 10/31															13,665,667
TOTAL DISPLAY IMPRESSIONS																16,705,635	
SOCIAL																	
Facebook/Instagram		8/7 - 10/31															13,100,000
Pinterest							9/5 - 10/31						900,000				
Influencer							9/5 - 10/31						2,700,000				
TOTAL PAID SOCIAL IMPRESSIONS																16,700,000	
SEM																	
Google		8/7 - 10/31															1,483,000
TOTAL PAID SEARCH IMPRESSIONS																1,483,000	
CAMPAIGN TOTAL																34,888,635	