

Rehoboth Beach-Dewey Beach Chamber of Commerce & Visitors Center 2016 Regional Advertising Results

Publication (Print/Web/TV)	Response (Hard Leads or Mailed)	Digital Response (Impressions/Views/Clicks/Audience)	2017; Repeat or New
AAA World (Print: March/April, Discover DE; Sept/Oct Chamber Co-op & Sea Witch Ad); (Web: March/April Spring Online Campaign, SDT Co-Op)	1,226		Repeat
AARP The Magazine (Feb/March; April/May; Oct/Nov; Print/Web)			NEW for 2017
Adventure Travel Show Leads - Washington DC Show	16	957	Repeat
Best of American Travel/Canadian Insert (May; Madden)	5,838	259	Repeat
Better Homes & Garden (April; Meredith)	2,830		Repeat
Coastal Living (In conjunction with Happiest Seaside Town Promotion; Digital Campaign that included banners on traditional website platform, tablets and mobile device plus 3 banners included on Email Blast sent to Coastal Living email subscribers)	898	797,657	No
Comcast Cable/Video on Demand (TV Event Commercials; event commercials on Xfinity.com)		432,833	Repeat
Country Living (May; Hearst)	1,513	0	Repeat
Delaware Tourism Office (DTO) (web referrals)		1,110	Repeat
Delaware Travel Guide 2014-2016	0		No
Facebook Advertising - Web (Total Page Likes, Impressions, Reach, Clicks, Referrals, etc.)		2,527,704	Repeat
Family Circle (April; Meredith)	2,092		Repeat
Family Fun (Meredith; complimentary leads)	344		Repeat
Get Aways on Display (May-October)	7,040		Repeat
Good Housekeeping (May; Hearst)	2,164		Repeat
Great Vacation Getaways (Spring)	3,983	20,000	Repeat
Guest Quest (Spring & Summer; NY & PA)	2,995		Repeat
Horizon Travel & Lifestyle Mag./Times Square (January)			NEW for 2017
I-95 Presence - Video/Product (# Included in VG Shipments to AAA/Welcome Centers)			Repeat
Interfuse (Spring; Online Lead Generation/Content Activation)	10,422	1,443,986	Repeat
Martha Stewart Living (May; Meredith)			NEW for 2017
Miscellaneous Chamber Leads (website form; phone, email & VC requests, etc.)	4,973		Repeat
North American Tour and Travel (spring; print/web)	Non-Trackable		No
Oprah Magazine (April; Madden; Travel Listing)	5,144	290	Repeat
Oprah Magazine (October; Madden; Travel Listing)			NEW for 2017
ParksByNature (Year Round; Pocket Ranger Mobile App for DE State Parks)		1,068,614	Repeat
Recreation News		160,000	Repeat
Southern Delaware Tourism (SDT) Leads	10,791		Repeat
Southern Living/DTO Co-Op (February; Travel Section)	1,298		No
Southern Living/DTO Co-Op (March; Travel Section)			Repeat
State Travel Directory Leads - Received by Southern DE Tourism	0	0	
Tanger Outlet Center/Blue Outdoor (July/Aug/Sept/Oct)	Non-Trackable	2,500,000	Repeat
Visitors Guide: Shipments to AAA, Welcome Centers, I-95, etc.	11,736		Repeat
Visitors Guide: Realtor Bag Distribution	10,656		Repeat
Visitors Guide: Kiosk/Walk-Ins/Conventions/Groups/Events	9,077		Repeat
Visitors Guide: Visitors Center, Bins, Pick Up/Local Deliveries	29,965		Repeat
WBOC (not all trackable; tv commercials; web referrals; radio advertising for events)		1,161	Repeat
WBOC/Website Advertising (May-October Targeted Banners; plus Event Banners and Skins on wbo.com) (Banner Impressions/Clicks)		694,027	Repeat
WMDT (not all trackable; tv commercials; plus Chamber events pre-rolls on wmdt.com)		2,265	Repeat
Woman's Day - (May; Hearst)	1,249		Repeat
WRDE TV (not all trackable; event tv commercials)			Repeat

TOTALS 126,250 9,650,863

TOTAL 2016 AUDIENCE CONTACTS 9,777,113

2016 Advertising Budget \$ 97,500

2017 Advertising Budget \$ 107,000

TOP 10 STATES REQUESTING VISITORS GUIDE - 2016 vs 2015

2016 - PA, NY, NJ, MD, VA, OH, FL, CT, MA, NC

2015 - PA, NY, NJ, VA, MD, FL, OH, CT, NC, MA

Partnership Value - 2016 - \$175,000+ (partners listed below). 2015 - \$175,000

(Valued at \$175,000+). 7-Eleven, Ad Boat Coastal Advertising, Adams Radio Group, BJ's Wholesale, Cape Gazette, Cape May Lewes Ferry, Carolyn Watson Photography, Clear Channel Family of Radio Stations, Coast Press, Comcast Spotlight, Delaware Beach Book, Delaware Beach Life, Delaware County Magazine, Delaware Today, Delmarva Broadcasting, Delmarva Shorebirds, Fine Line IT & Website Design, Get Out App, Kevin Fleming Photography, Link Layers, Lions Club Phone Book Directory, Local Book Publishing Telephone Directory, Mass Marketing, Ocean Aerial Banners, Portraits in the Sand, Public Radio of Delmarva, Rehoboth Beach Lions Club, Resorts Entertainment, Resort Maps, Safeway, Sign*A*Rama, Southern Delaware Tourism Co-Ops, State of Delaware Co-Ops, Sussex County Family YMCA, Sussex Outdoors, Wal-Mart, WBOC, WGMD, WMDT, and WRDE (Additional Sea Witch coverage: commercials, special stores and multiple airings of Sea Witch costume parade).