

Northumberland County, Virginia

Budget Breakdown Modification

| Category | Activity | Description | Timeline | Revised Timeline | Funding Amount | Revised Funding Amount | Change Request |
|-----------------------------|---------------------------------------|--|----------|----------------------------------|----------------|------------------------|---|
| Paid Media | Billboards | Lease 3 digital media locations on gas pumps (10 sec) 5 bar room ads (30sec) for 2 months | Oct-23 | Feb - Mar 2024 or Mar - Apr 2024 | \$5,000.00 | ↑ \$12,390.00 | Obtain \$ 7,390 within the same Marketing Category from Email Marketing |
| Paid Media | Print Advertising | Waterway Guide, 1/2 page ad, Virginia Living ad 1/2 page | Nov-23 | NA | \$6,000.00 | ↑ \$13,200.00 | -Marketing Change: Obtain \$5,000 from Video Production to add Chesapeake Bay Header/Hero Page and Cities & Towns -Marketing Change: Obtain \$2,200 from Social Media Services |
| Paid Media | Email marketing | Participation in 5 issues of Virginia.org's e-newsletter | Oct-23 | Feb - Apr 2024 | \$8,000.00 | ↓ \$610.00 | Transfer \$7,390 within the same Marketing Category to Billboards |
| Marketing Production | Video production | Hire a company to curate and produce 2-3 short videos | Jul-23 | NA | \$5,000.00 | ↓ \$0.00 | Marketing Change: Transfer \$ 5,000 to Paid Media (Print Advertising) |
| Marketing Production | Printing of kayak brochure | 5000 copies of county kayak brochure | Mar-23 | | \$2,500.00 | \$2,500.00 | |
| Marketing Production | Social media services | Hire a consultant to manage digital and social media outreach on added waterfront amenities | Nov-23 | NA | \$2,500.00 | ↓ \$300.00 | Marketing Change: Transfer \$ 2,200 to Paid Media (Print Advertising) |
| Tourism Product Development | Public waterfront access improvements | Vir-Mar Beach - adding picnic tables, signage, and safety measures | Mar-23 | | \$2,000.00 | \$2,000.00 | |
| Tourism Product Development | Public waterfront access improvements | Glebe Point - improve picnic tables | Mar-23 | | \$2,000.00 | \$2,000.00 | |
| Tourism Product Development | Public waterfront access improvements | Fishing Pier at Great Wicomico River - kayak launch improvements & signage at only public fishing pier in County | May-23 | | \$15,000.00 | \$15,000.00 | |
| Tourism Product Development | Public waterfront access improvements | Lodge Landing - kayak launch & signage | Apr-23 | | \$10,000.00 | \$10,000.00 | |
| Tourism Product Development | Public waterfront access improvements | Rowe's Landing - kayak launch & signage | Apr-24 | | \$6,000.00 | \$6,000.00 | |
| Tourism Product Development | Public waterfront access improvements | Interpretive signage for Story Walk among public access sites | Jul-23 | | \$6,000.00 | \$6,000.00 | |
| TOTAL: | | | | | \$70,000.00 | \$70,000.00 | |

A modification must be completed by **December 31, 2023**, if:

1. There is a \$10,000 change between any of the marketing categories.

Example: You initially had \$30,000 allocated for Paid Media, \$20,000 for Marketing Production, and \$10,000 for Tourism Production Development. When you received your invoices, the Paid Media invoices were \$10,000 higher than

2. There is a \$10,000 change within the same marketing category.

Example: You placed \$50,000 for paid media \$30,000 for radio advertising and \$20,000 for digital display impressions. After seeing an upswing in tourism from your new radio ads, you want to transfer the \$20,000 from digital display

3. Activity change

Example: You initially wanted a city mural painted, and the approved activity fell through, so now you would like to switch the activity to creating digital content/video shoot or web hosting.

4. Timeline

A modification is required by December 31, 2023, if you are unable to complete the activity or your locality cannot provide expenditures or receive all goods and services by the June 2024 deadline.

5. The "Marketing Categories" change

Example: You initially had \$5,000 allocated to Paid Media and \$20,000 to Tourism Product Development. After realizing you came under budget in the Tourism Product Development category, you would like to reallocate \$2,500 to Paid

Minor Changes that can be submitted up through June 30, 2024:

Timeline

If the timeline changes, a modification is not necessarily needed immediately. For minor timeline changes, please send an email to the support email at support@vatourismarpa.com with a revised timeline and we can add the timeline to

**316940 - Northumberland County
Economic Development
Commission - Heathsville, VA
22473, USA**

Markets: Charlottesville, VA; Washington DC (Hagerstown MD), MD

Campaign Dates: 2/12/2024 - 3/10/2024

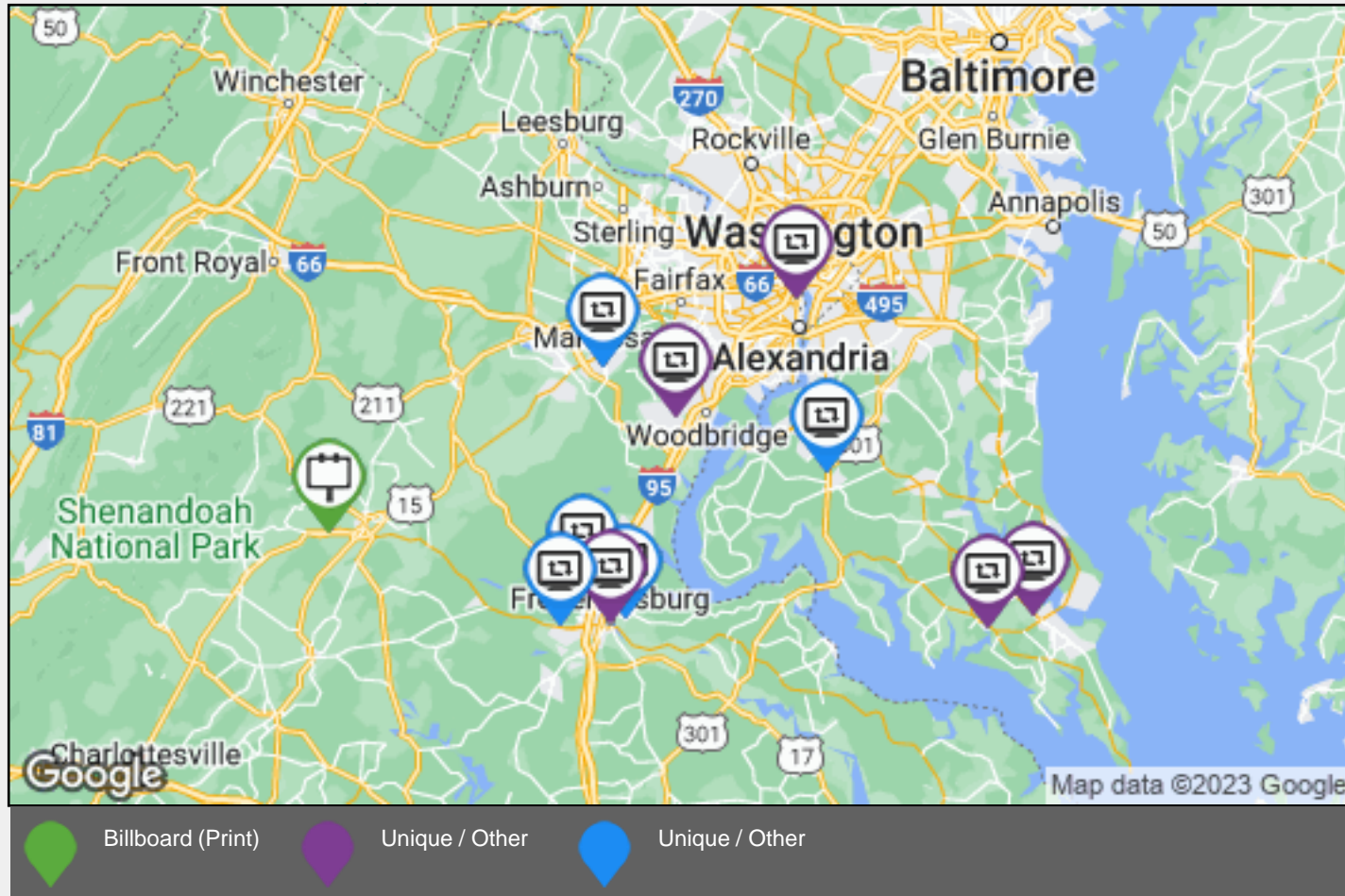
Date Prepared: 12/1/2023

Presenter: BillboardsIn /Sarah Sutton

WASHINGTON DC (HAGERSTOWN MD), MD MAP

Link to interactive map:

<https://www.billboardsin.com/d/dolite/app/share/5e2f8acc9faa0b9fa437ac>



(\$6,020.00 / 4wks)

\$12,040.00 /8wks

\$350.00 media/video work

\$12,390.00

INVENTORY

| # | Category | Size | Views | CPM | Price |
|---------|-------------------|-------------------|---------|---------|-----------------------|
| 4466592 | Restaurant / Bar | 1920'h x 1080'w | 205,000 | \$17.07 | \$3,500.00 / 5 UNITS |
| 4464392 | Restaurant / Bar | 1920'h x 1080'w | 205,000 | \$17.07 | \$0 |
| 4465030 | Restaurant / Bar | 1920'h x 1080'w | 205,000 | \$17.07 | \$0 |
| 2158610 | Billboard (Print) | 6' h x 12' w | 291,512 | \$3.70 | \$1,079.61 (NOT USED) |
| 4467352 | Restaurant / Bar | 1920'h x 1080'w | 205,000 | \$17.07 | \$0 |
| 4468864 | Restaurant / Bar | 1920'h x 1080'w | 205,000 | \$17.07 | \$0 |
| 4323523 | Gas Station | 6.24" h x 8.31" w | 130,004 | \$6.46 | \$840.00ea |
| 4323506 | Gas Station | 6.24" h x 8.31" w | 60,004 | \$14.00 | \$840.00ea |
| 4323515 | Gas Station | 6.24" h x 8.31" w | 89,992 | \$9.33 | \$840.00ea |

INVENTORY

| # | Category | Size | Views | CPM | Price |
|---------|-------------|-------------------|--------|---------|------------|
| 4323522 | Gas Station | 6.24" h x 8.31" w | 89,992 | \$9.33 | \$840.00ea |
| 4323449 | Gas Station | 6.24" h x 8.31" w | 79,996 | \$10.50 | \$840.00ea |

Target Budget: \$5k

Bars/Restaurants= targeting specific markets with direct ads playing on the screens above the bars and at the tables. 15second ads shown for an average of 200k reaches per month \$3,500/includes 5 locations

Gas Stations=targeting specific markets with ads played on the tv at the gas pump for 15seconds for a reach of 20-80k per location

Billboard=most units in this area are all sold out long term and very low inventory in VA. However, this unit is available and is located on a highly trafficked road in Culpepper, VA Rt. 29 with a reach of 300k for the month

UNIT # 4466592 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4466592

Format: Restaurant / Bar

Size (HxW): 1920'h x 1080'w

18+ CPM: \$17.07

Location Description: Water's End Brewery - Caroline

Face: RESTAURANT / BAR - Q BAR, 15-SECOND SPOT LENGTH - MINIMUM PURCHASE REQUIREMENT OF 5 RESTAURANTS PER CAMPAIGN OR 12-WEEKS FOR AN INDIVIDUAL LOCATION

Latitude: 38.299545

Longitude: -77.456617

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 205,000

Price: \$3,500.00/ 5 total



UNIT # 4464392 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4464392

Format: Restaurant / Bar

Size (HxW): 1920'h x 1080'w

18+ CPM: \$17.07

Location Description: Q Bar

Face: RESTAURANT / BAR - Q BAR, 15-SECOND SPOT LENGTH - MINIMUM PURCHASE REQUIREMENT OF 5 RESTAURANTS PER CAMPAIGN OR 12-WEEKS FOR AN INDIVIDUAL LOCATION

Latitude: 38.650841

Longitude: -77.314202

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 205,000

Price: \$0



UNIT # 4465030 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4465030

Format: Restaurant / Bar

Size (HxW): 1920'h x 1080'w

18+ CPM: \$17.07

Location Description: The Rex - 2

Face: RESTAURANT / BAR - Q BAR, 15-SECOND SPOT LENGTH - MINIMUM PURCHASE REQUIREMENT OF 5 RESTAURANTS PER CAMPAIGN OR 12-WEEKS FOR AN INDIVIDUAL LOCATION

Latitude: 38.290788

Longitude: -76.636579

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 205,000

Price: \$0



UNIT # 4467352 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4467352

Format: Restaurant / Bar

Size (HxW): 1920'h x 1080'w

18+ CPM: \$17.07

Location Description: The Greene Turtle - California Maryland

Face: RESTAURANT / BAR - Q BAR, 15-SECOND SPOT LENGTH - MINIMUM PURCHASE REQUIREMENT OF 5 RESTAURANTS PER CAMPAIGN OR 12-WEEKS FOR AN INDIVIDUAL LOCATION

Latitude: 38.310719

Longitude: -76.533903

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 205,000

Price: \$0



UNIT # 4468864 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4468864

Format: Restaurant / Bar

Size (HxW): 1920'h x 1080'w

18+ CPM: \$17.07

Location Description: Crystal City Sports Pub

Face: RESTAURANT / BAR - Q BAR, 15-SECOND SPOT LENGTH - MINIMUM PURCHASE REQUIREMENT OF 5 RESTAURANTS PER CAMPAIGN OR 12-WEEKS FOR AN INDIVIDUAL LOCATION

Latitude: 38.853497

Longitude: -77.054339

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 205,000

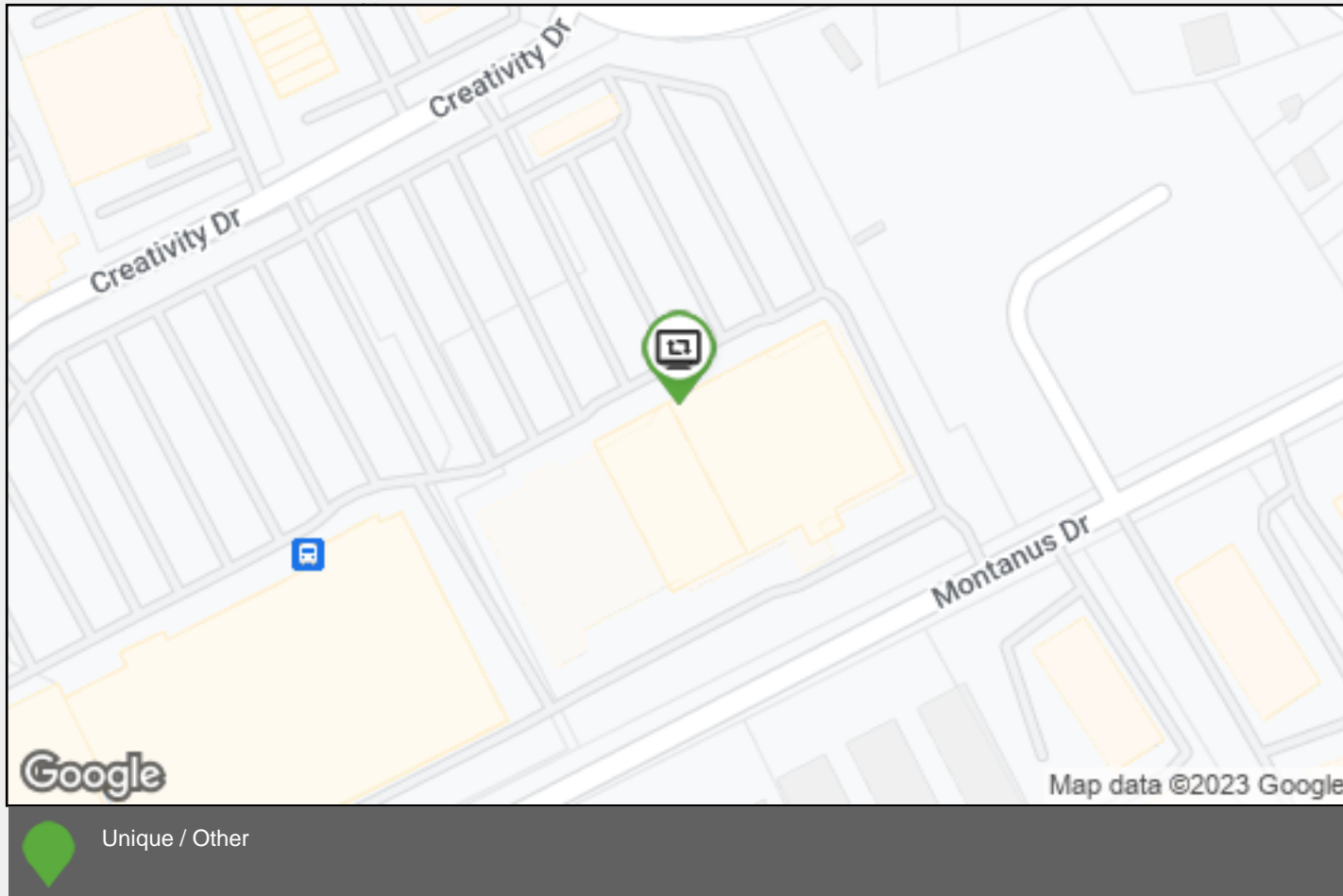
Price: \$0



CULPEPPER, VA MAP Billboards

Link to interactive map:

<https://www.billboardsin.com/d/dolite/app/share/5e2f8acc9faa0b9fa437ac>



UNIT # 2158610 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 2158610

Format: Billboard (Print)

Size (HxW): 6' h x 12' w

18+ CPM: \$3.70

Location Description: Rt 29 Tms Culpeper

Face: W

Latitude: 38.45316

Longitude: -78.076791

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 291,512

Price: **\$1,079.61**



UNIT # 4323524 (CHARLOTTESVILLE, VA)

Unit Details

#: 4323524

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$5.60

Location Description: Lat/Long: 38.4837 by -77.9655

Face:

Latitude: 38.48376

Longitude: -77.9655

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 149,996

Price: \$840.00ea



UNIT # 4323523 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4323523

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$6.46

Location Description: Lat/Long: 38.5560 by -76.9843

Face:

Latitude: 38.55602

Longitude: -76.98433

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 130,004

Price: \$840.00/ ea no minimums



UNIT # 4323506 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4323506

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$14.00

Location Description: Lat/Long: 38.7378 by -77.4748

Face:

Latitude: 38.73782

Longitude: -77.47488

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 60,004

Price: \$840.00ea no minimums



UNIT # 4323515 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4323515

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$9.33

Location Description: Lat/Long: 38.2932 by -77.5671

Face:

Latitude: 38.29327

Longitude: -77.56719

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 89,992

Price: \$840.00ea no minimums



UNIT # 4323522 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4323522

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$9.33

Location Description: Lat/Long: 38.3089 by -77.4277

Face:

Latitude: 38.30894

Longitude: -77.4277

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 89,992

Price: \$840.00ea no minimums



UNIT # 4323449 (WASHINGTON DC (HAGERSTOWN MD), MD)

Unit Details

#: 4323449

Format: Gas Station

Size (HxW): 6.24" h x 8.31" w

18+ CPM: \$10.50

Location Description: Lat/Long: 38.3596 by -77.5219

Face:

Latitude: 38.35965

Longitude: -77.52199

Start Date: 2/12/2024

End Date: 3/10/2024

Views: 79,996

Price: \$840.00ea no minimums





LeisureMedia360
 PO Box 21535 * Roanoke, VA 24018-0563
 540-989-6138 * FAX 540-989-7603 * www.leisurepublishing.com
ADVERTISING CONTRACT



Advertiser
 Robert Bullard
 Northumberland County
 PO Box 129
 Heathsville, VA 22473
 Phone:
 E-mail: rbullard@co.northumberland.va.us

Agency

Publisher:
 Rep: Nell Wichmann
 Publishers Representative
 Rep Email: nwichmann@leisuremedia360.com
 Rep Phone: 757-570-4462

| Publication | Issue | Year | Position/Imp | Net | Notes | Acct Notes | Accounting Customer Number | Bill to: |
|-------------------------|-----------|------|--|----------|---|--------------|----------------------------|----------|
| Virginia.org Banner Ads | July | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - September 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |
| Virginia.org Banner Ads | August | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - September 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |
| Virginia.org Banner Ads | September | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - September 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |
| Virginia.org Banner Ads | October | 2024 | Header Placement Oct-Dec - \$600/month | \$600.00 | October November December 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |
| Virginia.org Banner Ads | November | 2024 | Header Placement Oct-Dec - \$600/month | \$600.00 | October November December 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |
| Virginia.org Banner Ads | December | 2024 | Header Placement Oct-Dec - \$600/month | \$600.00 | October November December 2024 Chesapeake Bay Header/Hero Page https://www.virginia.org/places-to-visit/regions/chesapeake-bay/ | ARPA Funding | | Client |

Total: **\$3,600.00**

Person To Call For Art Or Materials:

Name: _____
 Phone: _____ Email: _____

Advertising Terms & Conditions

INSERTIONS ARE PRE-BILLED 90 DAYS PRE-PUBLICATION AND AGAIN UPON THE PUBLICATION DATE. PAYMENT IN FULL DUE NET 30 DAYS FROM PUBLICATION DATE.
 Invoices reflect the NET amount due Publisher.

General Conditions:

Advertiser will furnish the Publisher copy in such quantity and size as is necessary to complete the contract. If LeisureMedia360 produces your ad, up to 3 proofs are provided. Above that standard hourly rates will be applied.

Advertiser assumes liability for content/licensing rights of all advertising published and agrees to hold Publisher harmless for all claims which may be brought against Publisher arising from said advertisement. All advertising is subject to Publisher's approval.

Should the Advertiser be unable to perform this advertising agreement or desire to reduce the minimum number of insertions or size of advertising from that set forth above, it is agreed that the Advertiser shall pay the short rate charge plus ad production. **No changes or cancellations will be allowed beyond the Sales Close date.**

* Advertiser agrees to make payment within 30 days of the date of billing. Interest of 18% per annum will be charged on accounts over 30 days.

* In the event of non-payment, Publisher reserves the right to hold Advertiser and/or its advertising agency jointly and severally liable for such payment due to the Publisher. Publisher also reserves the right to require payment for advertising under the contract upon such terms as deemed appropriate. Should Publisher find it necessary to initiate collections procedures due under the terms of this contract, it is hereby agreed an amount equal to 33 2/3% of the balance due shall be added as a reasonable collection fee.

Errors or omissions must be reported in writing within 30 days of issue to receive Publisher's consideration. This represents the entire agreement between Advertiser and Publisher. No site agreement, either verbal or written, specific or implied, will be deemed valid. This contract/account is considered as negotiated, accepted, executed and performed in the County of Roanoke, Virginia.

PLEASE SIGN AND RETURN THE ORIGINAL COPY OF THIS CONTRACT, INDICATING AGREEMENT THAT THE TERMS AND RATES ARE ACCEPTABLE.

Nell Wichmann

Authorized By _____ Date _____ Account Executive _____ Date _____



LeisureMedia360
 PO Box 21535 * Roanoke, VA 24018-0563
 540-989-6138 * FAX 540-989-7603 * www.leisurepublishing.com
ADVERTISING CONTRACT



Advertiser
 Robert Bullard
 Northumberland County
 PO Box 129
 Heathsville, VA 22473
 Phone:
 E-mail: rbullard@co.northumberland.va.us

Agency

Publisher:
 Rep: Nell Wichmann
 Publishers Representative
 Rep Email: nwichmann@leisuremedia360.com
 Rep Phone: 757-570-4462

| Publication | Issue | Year | Position/Imp | Net | Notes | Acct Notes | Accounting Customer Number | Bill to: |
|-------------------------|-----------|------|--|----------|---|------------|----------------------------|----------|
| Virginia.org Banner Ads | April | 2024 | Header Placement Apr-June - \$600/month | \$600.00 | April - June Cities and Towns Virginia.org Header 2024 https://www.virginia.org/places-to-visit/cities-and-towns/ | | | |
| Virginia.org Banner Ads | May | 2024 | Header Placement Apr-June - \$600/month | \$600.00 | April - June Cities and Towns Virginia.org Header 2024 https://www.virginia.org/places-to-visit/cities-and-towns/ | | | |
| Virginia.org Banner Ads | June | 2024 | Header Placement Apr-June - \$600/month | \$600.00 | April - June Cities and Towns Virginia.org Header 2024 https://www.virginia.org/places-to-visit/cities-and-towns/ | | | |
| Virginia.org Banner Ads | July | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - December Virginia.org 2024 Cities and Towns Header Virginia.org https://www.virginia.org/places-to-visit/cities-and-towns/ | | | Client |
| Virginia.org Banner Ads | August | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - Sept. Virginia.org 2024 Cities and Towns Header Virginia.org https://www.virginia.org/places-to-visit/cities-and-towns/ | | | Client |
| Virginia.org Banner Ads | September | 2024 | Header Placement July-Sept - \$600/month | \$600.00 | July - September Virginia.org 2024 Cities and Towns Header Virginia.org https://www.virginia.org/places-to-visit/cities-and-towns/ | | | Client |

| | |
|---------------|-------------------|
| Total: | \$3,600.00 |
|---------------|-------------------|

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 Phone: _____ Email: _____

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PLEASE SIGN AND RETURN THE ORIGINAL COPY OF THIS CONTRACT, INDICATING AGREEMENT THAT THE TERMS AND RATES ARE ACCEPTABLE.

Nell Wichmann

Authorized By _____ Date _____ Account Executive _____ Date _____