

Note: This export is not an exact rendition of the media plan due to limitations of Excel. To see the plan accurately, please follow the link below.

The fields with an Asterisk (*) are the fields with custom labels and their standard labels have been overridden. Please refer the Media Plan in app for standard labels.

KSM Media Plan

Plan Name 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date 1/1/2024 - 12/31/2024

Primary Target Audience All Homes

Plan Budget (Cost to Client) \$5,300,000

Current Flowchart (Cost to Client) \$5,300,000

Remaining Budget (Cost to Client) -\$0

Last Approved (Cost to Client)

Version V16 - A - Pinned

Plan Status Draft

Brief

Related Documents

Plan Comments 4/12/24 Prime TV Cost out 4/24/24 WR Updated Capella to Social/ Added \$100,000 YouTube and drew from Opportunistic Fund/ Added Caribbean Journal, Let's Take it Outside, and CAL NYC Spring Fare Sale

Last Approval

Exported On 5/1/2024

							January				February				March				
#	Media Sub-Type	Local Market	Cost to Client (Current) (Default Currency) (USD)	Net Cost (Current) (Default Currency) (USD)	Comments (Current)	Impressions (Current)	1	2	3	4	5	6	7	8	9	10	11	12	13
							1	8	15	22	29	5	12	19	26	4	11	18	25
1	Television		\$1,678,445.45	\$1,678,445.45		102,954,725													
2	Broadcast	ATLANTA, GA	\$65,358.20	\$65,358.20	Atlanta, GA	5,623,344	\$13,712.20												
3	Broadcast	AUSTIN, TX	\$31,780.65	\$31,780.65	Austin, TX	1,957,720	\$6,347.80												
4	Broadcast	BALTIMORE, MD	\$31,514.60	\$31,514.60	Baltimore, MD	2,291,368	\$6,992.95												
5	Broadcast	BOSTON, MA	\$71,754.45	\$71,754.45	Boston, MA	5,210,664	\$14,749.20												
6	Broadcast	CHARLOTTE-GASTONIA-ROCK HILL, NC	\$27,410.80	\$27,410.80	Charlotte, NC	2,634,574	\$5,780.85												
7	Broadcast	CHICAGO, IL	\$78,944.60	\$78,944.60	Chicago, IL	7,281,188	\$14,008.00												
8	Broadcast	DALLAS-FT. WORTH, TX	\$75,042.25	\$75,042.25	Dallas - Ft. Worth, TX	6,452,930	\$13,367.95												
9	Broadcast	DENVER-BOULDER, CO	\$55,316.30	\$55,316.30	Denver, CO	3,546,162	\$8,279.85												
10	Broadcast	HOUSTON-GALVESTON, TX	\$79,010.90	\$79,010.90	Houston, TX	5,697,760	\$16,598.80												
11	Broadcast	KANSAS CITY, MO-KS	\$21,002.65	\$21,002.65	Kansas City, MO-KS	1,910,840	\$3,823.30												
12	Broadcast	MIAMI-FT. LAUDERDALE-HOLLYWOOD, FL	\$50,910.75	\$50,910.75	Miami - Ft. Lauderdale, FL	3,754,744	\$11,781.00												
13	Broadcast	MINNEAPOLIS-ST. PAUL, MN	\$34,408.00	\$34,408.00	Minneapolis, MN	3,585,358	\$6,795.75												
14	Broadcast	NASHVILLE, TN	\$28,059.35	\$28,059.35	Nashville, TN	2,654,262	\$3,769.75												
15	Broadcast	NEW YORK, NY	\$290,225.70	\$290,225.70	New York, NY	16,231,496	\$58,626.20												
16	Broadcast	NEW YORK, NY	\$223,343.02	\$223,343.02	US Open	5,788,863													
17	Broadcast	ORLANDO-DAYTONA BCH-MELBRN, FL	\$49,389.43	\$49,389.43	Orlando, FL	1,738,622													
18	Broadcast	PHILADELPHIA, PA	\$70,860.25	\$70,860.25	Philadelphia, PA	6,142,180	\$12,792.50												
19	Broadcast	RALEIGH-DURHAM (FAYETVILLE), NC	\$34,894.20	\$34,894.20	Raleigh, NC	2,574,810	\$4,711.55												
20	Broadcast	TAMPA-ST. PETERSBURG-CLEARWATER, FL	\$51,954.55	\$51,954.55	Tampa, FL	3,742,042	\$7,615.15												
21	Broadcast	WASHINGTON, DC	\$83,116.40	\$83,116.40	Washington, DC	5,598,680	\$17,992.80												
22	Cable	NATIONAL CABLE US, USA	\$184,538.40	\$184,538.40	HGTV - House Hunters: International	6,493,258			\$55,080.00				\$70,692.80				\$58,765.60		
23	Cable	NATIONAL CABLE US, USA	\$39,610.00	\$39,610.00	MAG - Beachfront Bargain Hunt Renovation	2,043,860			\$24,753.70				\$14,856.30						
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T								\$307,579.30				\$85,549.10				\$58,765.60		
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T												\$451,894.00						
26	Digital		\$2,998,570.16	\$2,998,570.16		29,851,256													
27	Display		\$28,000.00	\$28,000.00	AFAR - Custom Storytelling	2,150,000											\$0.00		
28	Display		\$22,000.00	\$22,000.00	AFAR - Display Amplification	757,500											\$5,287.16		
29	Display		\$49,999.97	\$49,999.97	AMEX	1,149,999													
30	Display		\$206,999.94	\$206,999.94	Expedia	7,886,485		\$28,586.19					\$23,595.47				\$24,079.25		
31	Display		\$99,998.20	\$99,998.20	Hopper Deal Tile	566,582													
32	Display		\$0.00	\$0.00	Hopper Social Post	100,000													
33	Display		\$25,000.00	\$25,000.00	Hopper x Capital One Travel Voucher	200													
34	Display		\$3,500.00	\$3,500.00	Inside Weddings	350,000		\$3,091.00					\$409.00						
35	Display		\$1,800.00	\$1,800.00	PADI - Email Editorial Newsletter	120,000											\$1,800.00		
36	Display		\$2,750.00	\$2,750.00	PADI - Facebook Native Video	50,000							\$443.06				\$473.61		
37	Display		\$3,360.00	\$3,360.00	PADI - Family Diving Article Amplifier	306,593			\$1,891.32				\$262.91				\$281.04		
38	Display		\$4,405.00	\$4,405.00	PADI - Hidden Gems	180,180			\$58.87				\$1,795.37				\$91.25		
39	Display		\$2,500.00	\$2,500.00	PADI - Sponsored Custom Email	50,000													
40	Display		\$2,500.00	\$2,500.00	PADI - Video Billboard	100,000													
41	Display		\$4,000.00	\$4,000.00	Questex - Daily Newsletter	27,000											\$317.62		
42	Display		\$6,000.00	\$6,000.00	Questex - Targeted Email	60,000													
43	Social		\$460,000.00	\$460,000.00	Influencer Content									\$3,000.00					
44	Display		\$10,000.00	\$10,000.00	Caribbean Journal - Custom Editorial														
45	Display		\$10,000.00	\$10,000.00	Caribbean Journal - Promotional Email														
46	Display		\$0.00	\$0.00	Caribbean Journal - Social Post														
47	Display		\$0.00	\$0.00	Elite Traveler E-Newsletter Banner Takeover (AV)	16,000													
48	Display		\$10,000.00	\$10,000.00	Elite Traveler Travel Section Takeover	30,000													
49	Display		\$16,500.00	\$16,500.00	Let's Take it Outside														
50	Display		\$5,000.00	\$5,000.00	Northstar Email	21,000													
51	Display		\$5,000.00	\$5,000.00	Northstar Newsletter	111,000													
52	Display		\$3,500.00	\$3,500.00	Recommend - Eblast	12,000													
53	Display		\$1,000.00	\$1,000.00	Recommend - Re-blast	5,000													
54	Display		\$20,520.00	\$20,520.00	TACconnect	1,500,000								\$1,710.00			\$1,710.00		
55	Display		\$4,320.00	\$4,320.00	TACconnect - Newsletter	120,000							\$720.00						
56	Display		\$50,000.00	\$50,000.00	Travel + Leisure	2,906,847		\$9,340.65					\$15,934.06				\$17,032.97		
57	Display		\$60,000.00	\$60,000.00	Travelzoo Partner Promotions	2,514,000												\$45,260.66	

							January					February				March			
#	Media Sub-Type	Local Market	Cost to Client (Current) (Default Currency) (USD)	Net Cost (Current) (Default Currency) (USD)	Comments (Current)	Impressions (Current)	1	2	3	4	5	6	7	8	9	10	11	12	13
							1	8	15	22	29	5	12	19	26	4	11	18	25
58	Display		\$90,000.00	\$90,000.00	Travelzoo Showcase	5,500,000													
59	Display		\$37,500.01	\$37,500.01	Tripadvisor - Caribbean Travel Intenders	1,630,435													
60	Display		\$37,500.01	\$37,500.01	Tripadvisor - Travel Intenders (Behavioral Interests)	1,630,435													
61	Search		\$836,326.07	\$836,326.07	Google		\$67,988.76					\$61,580.73				\$68,568.71			
62	Social		\$100,000.00	\$100,000.00	Influencer Content - Travel Budget														
63	Social		\$28,343.65	\$28,343.65	Meta - Capella														
64	Social		\$123,210.80	\$123,210.80	Meta - Social Bridge Plan												\$30,798.96		
65	Social	LOS ANGELES, CA	\$3,480.81	\$3,480.81	Meta - CAL LA Fare Sale							\$3,480.81							
66	Social	LOS ANGELES, CA	\$10,000.00	\$10,000.00	Meta - CAL NYC Spring Fare Sale														
67	Social	NEW YORK, NY	\$8,396.96	\$8,396.96	Meta - CAL NYC Warm Up Buses		\$8,396.96												
68	Ad Serving Fees		\$7,084.49	\$7,084.49	Programmatic - Adserving											\$13.09	\$83.75		
69	Ad Serving Fees		\$1,192.12	\$1,192.12	Programmatic - IAS											\$0.00	\$0.00		
70	Video		\$100,000.00	\$100,000.00	YouTube														
71	Fee		\$12,544.89	\$12,544.89	Adswerve SA360		\$1,020.05					\$924.22				\$1,029.14			
72	Fee		\$1,129.04	\$1,129.04	Adswerve SA360 Tax		\$91.80					\$83.18				\$92.62			
73	Fee		\$3,589.15	\$3,589.15	Capella - Liveramp														
74	Fee		\$67.20	\$67.20	Capella - Spatial AI														
75	Fee		\$2,000.00	\$2,000.00	Digital Direct - Adswerve		\$126.27					\$135.84				\$252.20			
76	Fee		\$2,500.00	\$2,500.00	Digital Direct - IAS		\$129.37					\$144.91				\$150.07			
77	Fee		\$12,949.20	\$12,949.20	Meta - Social Bridge Plan Liveramp														\$2,446.18
78	Fee		\$3,840.00	\$3,840.00	Meta - Social Bridge Spatial AI														\$51.66
79	Programmatic		\$458,262.65	\$458,262.65	Programmatic - Undertone											\$15,380.66	\$96,512.88		
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$120,721.24					\$127,613.31				\$296,319.73			
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$544,654.28												
82	Print		\$95,425.00	\$95,425.00															
83	Consumer Magazine		\$20,000.00	\$20,000.00	Alert Diver														\$6,666.67
84	Consumer Magazine		\$15,000.00	\$15,000.00	Elite Traveler														
85	Consumer Magazine		\$27,725.00	\$27,725.00	Inside Weddings														\$17,000.00
86	Consumer Magazine		\$4,100.00	\$4,100.00	PADI - FP4C Travel Planner		\$4,100.00					\$0.00							
87	Consumer Magazine		\$4,100.00	\$4,100.00	PADI - Reader's Choice Awards														
88	Consumer Magazine		\$19,500.00	\$19,500.00	Recommend FP4C														
89	Consumer Magazine		\$5,000.00	\$5,000.00	Northstar Print														
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$4,100.00					-				\$23,666.67			
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$27,766.67												
92	Other		\$527,559.39	\$527,559.39															
93	Non-Media		\$55,000.00	\$55,000.00	Adara														
94	Non-Media		\$75,000.00	\$75,000.00	Phased Data Approach														
95	Sponsorship		\$250,000.00	\$250,000.00	Saks														
96	Other		\$147,559.39	\$147,559.39	Opportunistic/Fare Sale Ad Hoc														
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						-					-				-			
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						-												
	Totals	-	\$5,300,000.00	\$5,300,000.00	-	132,805,981													
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$432,400.54					\$213,162.41				\$378,752.00			
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$1,024,314.95												

Budgeted

Planned

Booked

Actual

Television

Digital

Print

Other

Flex

Firm

Note: This export is not an exact rendition of the media plan due to limitations of Excel

The fields with an Asterisk (*) are the fields with custom labels and their stand

KSM Media Plan

Plan Name: 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date: 1/1/2024 - 12/31/2024

Primary Target Audience: All Homes

Plan Budget (Cost to Client): \$5,300,000

Current Flowchart (Cost to Client): \$5,300,000

Remaining Budget (Cost to Client): -\$0

Last Approved (Cost to Client):

Version: V16 - A - Pinned

Plan Status: Draft

Brief

Related Documents

Plan Comments: 4/12/24 Prime TV Cost out: 4/24/24 WR Updated Capella to Social/ Added \$1

Last Approval

Exported On: 5/1/2024

		2024																															
		April				May				June				July					August					September					October				
#	Media Sub-Type	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4
1	Television																																
2	Broadcast	\$15,988.50															\$16,260.50											\$19,397.00					
3	Broadcast	\$8,370.80															\$8,942.85											\$8,119.20					
4	Broadcast	\$8,045.25															\$8,298.55											\$8,177.85					
5	Broadcast	\$18,389.75															\$20,111.00											\$18,504.50					
6	Broadcast	\$6,018.00															\$6,784.70											\$8,827.25					
7	Broadcast			\$31,375.20													\$16,452.60											\$17,108.80					
8	Broadcast			\$29,775.50													\$15,509.10											\$16,389.70					
9	Broadcast			\$22,275.95													\$12,201.75											\$12,558.75					
10	Broadcast			\$19,644.35													\$21,279.75											\$21,488.00					
11	Broadcast			\$4,911.30													\$6,152.30											\$6,115.75					
12	Broadcast			\$12,571.50													\$11,925.50											\$14,632.75					
13	Broadcast			\$12,070.00													\$6,621.50											\$8,920.75					
14	Broadcast			\$8,423.50														\$6,471.90										\$9,394.20					
15	Broadcast			\$70,167.50													\$78,973.50											\$82,458.50					
16	Broadcast																						\$223,343.02										
17	Broadcast				\$23,460.00												\$13,164.17											\$12,765.26					
18	Broadcast			\$28,704.50													\$13,612.75											\$15,750.50					
19	Broadcast			\$10,129.45														\$8,438.80										\$11,614.40					
20	Broadcast			\$17,884.00													\$12,745.75											\$13,709.65					
21	Broadcast			\$20,221.50													\$21,046.00											\$23,856.10					
22	Cable																																
23	Cable																																
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T			\$368,426.55													\$299,135.20						\$101,576.21				\$150,680.73				\$306,732.76		
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T								\$368,426.55														\$551,392.14										
26	Digital																																
27	Display			\$21,090.91			\$6,909.09																										
28	Display			\$6,865.24			\$6,495.25				\$1,352.35																						
29	Display			\$33,333.30			\$16,666.67																										
30	Display			\$16,590.70			\$23,584.97				\$17,505.85						\$12,313.78					\$12,313.78					\$11,901.47				\$12,313.78		
31	Display						\$24,999.57				\$24,192.74				\$806.79															\$13,709.70			
32	Display										\$0.00																						\$0.00
33	Display			\$6,125.00			\$6,375.00				\$6,125.00						\$6,375.00																
34	Display																																
35	Display																																
36	Display			\$458.33																		\$463.32				\$448.37			\$463.31				
37	Display			\$371.71			\$281.04				\$271.98																						
38	Display			\$88.31			\$91.25				\$88.31						\$369.24					\$369.24					\$357.33			\$369.25			
39	Display						\$1,250.00				\$1,250.00																						
40	Display			\$307.38			\$317.62				\$307.38						\$210.60					\$210.60					\$203.80			\$210.60			
41	Display																										\$4,000.00						
42	Display										\$3,000.00																						
43	Social																\$66,444.37					\$66,444.37					\$64,740.87			\$66,444.37			
44	Display						\$2,500.00										\$2,500.00									\$2,500.00			\$2,500.00				\$2,500.00
45	Display						\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	
46	Display						\$0.00				\$0.00						\$0.00									\$0.00			\$0.00				\$0.00
47	Display										\$0.00																						
48	Display										\$10,000.00																						
49	Display			\$8,250.00													\$8,250.00																
50	Display										\$1,666.67																						
51	Display						\$1,666.67										\$1,666.66																
52	Display																																
53	Display																																
54	Display			\$1,710.00			\$1,710.00			\$1,710.00			\$1,710.00			\$1,710.00			\$1,710.00						\$1,710.00			\$1,710.00			\$1,710.00		\$1,368.00
55	Display									\$720.00			\$720.00			\$720.00			\$720.00						\$720.00			\$720.00					\$342.00
56	Display			\$7,692.32																													
57	Display			\$14,739.34																													

		2024																																		
#	Media Sub-Type	April					May					June					July					August					September					October				
		14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4			
58	Display																																			
59	Display			\$9,221.32				\$9,528.69				\$9,221.32					\$9,528.68																			
60	Display			\$9,221.32				\$9,528.69				\$9,221.32					\$9,528.68																			
61	Search			\$71,334.50				\$72,203.40				\$68,807.35					\$71,095.86					\$71,095.86				\$69,807.56				\$72,096.07						
62	Social											\$100,000.00																								
63	Social			\$28,343.65																																
64	Social			\$30,803.95				\$30,803.95				\$30,803.94																								
65	Social																																			
66	Social				\$3,571.43	\$6,428.57																														
67	Social																																			
68	Ad Serving Fees							\$2,745.19			\$700.21											\$1,112.10			\$659.02											
69	Ad Serving Fees							\$149.02			\$149.01											\$149.02			\$447.04											
70	Video							\$100,000.00																												
71	Fee			\$1,070.14				\$1,066.28				\$1,031.88					\$1,066.28					\$1,066.28				\$1,031.88				\$1,066.28						
72	Fee			\$96.24				\$95.98				\$92.88					\$95.98					\$95.98				\$92.88				\$95.98						
73	Fee				\$3,589.15																															
74	Fee			\$67.20																																
75	Fee			\$88.97								\$173.32					\$173.32					\$173.32				\$167.85				\$173.32						
76	Fee			\$266.60								\$211.75					\$204.92					\$211.75				\$204.92				\$256.94						
77	Fee			\$3,501.01				\$3,501.01				\$3,501.00																								
78	Fee			\$1,248.91				\$1,290.54				\$1,248.89																								
79	Programmatic							\$69,791.54			\$49,446.25											\$71,936.58			\$42,629.08											
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)			\$300,880.26				\$383,173.85				\$412,450.09					\$194,582.14					\$235,450.98				\$293,137.22				\$171,489.72						
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$1,096,504.20														\$723,170.34														
82	Print																																			
83	Consumer Magazine					\$0.00						\$6,666.67											\$6,666.66						\$0.00							
84	Consumer Magazine											\$15,000.00										\$0.00														
85	Consumer Magazine							\$0.00				\$10,725.00										\$0.00														
86	Consumer Magazine																																			
87	Consumer Magazine																																			
88	Consumer Magazine											\$6,500.00					\$6,500.00																			
89	Consumer Magazine																							\$5,000.00		\$6,500.00		\$0.00								
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)											\$38,891.67					\$6,500.00					\$11,666.66				\$6,500.00										
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$38,891.67														\$24,666.66														
92	Other																																			
93	Non-Media											\$55,000.00																								
94	Non-Media											\$75,000.00																								
95	Sponsorship																																			
96	Other																																			
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)											\$130,000.00																								
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$130,000.00															\$250,000.00													
	Totals																																			
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)			\$669,306.81				\$383,173.85				\$581,341.76					\$500,217.34					\$598,693.85				\$450,317.95				\$478,222.48						
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$1,633,822.42															\$1,549,229.14													

	Budgeted
	Planned
	Booked
	Actual

	Television
	Digital
	Print
	Other

	Flex
	Firm

Note: This export is not an exact rendition of the media plan due to limitations of Excel

The fields with an Asterisk (*) are the fields with custom labels and their stand

KSM Media Plan

Plan Name: 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date: 1/1/2024 - 12/31/2024

Primary Target Audience: All Homes

Plan Budget (Cost to Client): \$5,300,000

Current Flowchart (Cost to Client): \$5,300,000

Remaining Budget (Cost to Client): -\$0

Last Approved (Cost to Client):

Version: V16 - A - Pinned

Plan Status: Draft

Brief

Related Documents

Plan Comments: 4/12/24 Prime TV Cost out: 4/24/24 WR Updated Capella to Social/ Added \$1

Last Approval

Exported On: 5/1/2024

		November			December				
#	Media Sub-Type	46	47	48	49	50	51	52	1
		11	18	25	2	9	16	23	30
1	Television								
2	Broadcast								
3	Broadcast								
4	Broadcast								
5	Broadcast								
6	Broadcast								
7	Broadcast								
8	Broadcast								
9	Broadcast								
10	Broadcast								
11	Broadcast								
12	Broadcast								
13	Broadcast								
14	Broadcast								
15	Broadcast								
16	Broadcast								
17	Broadcast								
18	Broadcast								
19	Broadcast								
20	Broadcast								
21	Broadcast								
22	Cable								
23	Cable								
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T	-					-		
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T	\$306,732.76							
26	Digital								
27	Display								
28	Display								
29	Display								
30	Display	\$11,901.47				\$12,313.23			
31	Display	\$24,192.74			\$12,096.66				
32	Display								
33	Display								
34	Display								
35	Display								
36	Display								
37	Display								
38	Display	\$357.34				\$369.24			
39	Display								
40	Display	\$203.80				\$210.60			
41	Display								
42	Display								
43	Social	\$64,780.87				\$66,444.28			
44	Display								
45	Display	\$303.00	\$303.00	\$303.00	\$303.00	\$303.00	\$303.00		
46	Display								
47	Display				\$0.00				
48	Display								
49	Display								
50	Display				\$1,666.67				
51	Display	\$1,666.67							
52	Display								
53	Display								
54	Display								
55	Display								
56	Display								
57	Display								

		November			December				
#	Media Sub-Type	46	47	48	49	50	51	52	1
		11	18	25	2	9	16	23	30
58	Display								
59	Display								
60	Display								
61	Search	\$69,807.55			\$71,939.72				
62	Social								
63	Social								
64	Social								
65	Social								
66	Social								
67	Social								
68	Ad Serving Fees	\$1,112.10			\$659.03				
69	Ad Serving Fees	\$149.02			\$149.01				
70	Video								
71	Fee	\$1,031.88			\$1,140.58				
72	Fee	\$92.88			\$102.64				
73	Fee								
74	Fee								
75	Fee	\$167.85			\$199.89				
76	Fee	\$250.11			\$256.91				
77	Fee								
78	Fee								
79	Programmatic	\$71,936.58			\$42,629.08				
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$251,664.98			\$211,086.64				
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$634,241.34							
82	Print								
83	Consumer Magazine								
84	Consumer Magazine								
85	Consumer Magazine								
86	Consumer Magazine								
87	Consumer Magazine	\$4,100.00							
88	Consumer Magazine								
89	Consumer Magazine								
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$4,100.00			-				
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$4,100.00							
92	Other								
93	Non-Media								
94	Non-Media								
95	Sponsorship								
96	Other				\$147,559.39				
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	-			\$147,559.39				
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$147,559.39							
	Totals								
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$255,764.98			\$358,646.03				
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$1,092,633.49							

	Budgeted
	Planned
	Booked
	Actual

	Television
	Digital
	Print
	Other

	Flex
	Firm

Note: This export is not an exact rendition of the media plan due to limitations of Excel. To see the plan accurately, please follow the link below.

The fields with an Asterisk (*) are the fields with custom labels and their standard labels have been overridden. Please refer the Media Plan in app for standard labels.

KSM Media Plan

Plan Name 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date 1/1/2024 - 12/31/2024

Primary Target Audience All Homes

Plan Budget (Cost to Client) \$5,300,000

Current Flowchart (Cost to Client) \$5,300,000

Remaining Budget (Cost to Client) -\$0

Last Approved (Cost to Client)

Version V16 - A - Pinned

Plan Status Draft

Brief

Related Documents

Plan Comments 4/12/24 Prime TV Cost out 4/24/24 WR Updated Capella to Social/ Added \$100,000 YouTube and drew from Opportunistic Fund/ Added Caribbean Journal, Let's Take it Outside, and CAL NYC Spring Fare Sale

Last Approval

Exported On 5/1/2024

							January				February				March				
#	Media Sub-Type	Local Market	Cost to Client (Current) (Default Currency) (USD)	Net Cost (Current) (Default Currency) (USD)	Comments (Current)	Impressions (Current)	1	2	3	4	5	6	7	8	9	10	11	12	13
							1	8	15	22	29	5	12	19	26	4	11	18	25
1	Television		\$1,678,445.45	\$1,678,445.45		102,954,725													
2	Broadcast	ATLANTA, GA	\$65,358.20	\$65,358.20	Atlanta, GA	5,623,344	\$13,712.20												
3	Broadcast	AUSTIN, TX	\$31,780.65	\$31,780.65	Austin, TX	1,957,720	\$6,347.80												
4	Broadcast	BALTIMORE, MD	\$31,514.60	\$31,514.60	Baltimore, MD	2,291,368	\$6,992.95												
5	Broadcast	BOSTON, MA	\$71,754.45	\$71,754.45	Boston, MA	5,210,664	\$14,749.20												
6	Broadcast	CHARLOTTE-GASTONIA-ROCK HILL, NC	\$27,410.80	\$27,410.80	Charlotte, NC	2,634,574	\$5,780.85												
7	Broadcast	CHICAGO, IL	\$78,944.60	\$78,944.60	Chicago, IL	7,281,188	\$14,008.00												
8	Broadcast	DALLAS-FT. WORTH, TX	\$75,042.25	\$75,042.25	Dallas - Ft. Worth, TX	6,452,930	\$13,367.95												
9	Broadcast	DENVER-BOULDER, CO	\$55,316.30	\$55,316.30	Denver, CO	3,546,162	\$8,279.85												
10	Broadcast	HOUSTON-GALVESTON, TX	\$79,010.90	\$79,010.90	Houston, TX	5,697,760	\$16,598.80												
11	Broadcast	KANSAS CITY, MO-KS	\$21,002.65	\$21,002.65	Kansas City, MO-KS	1,910,840	\$3,823.30												
12	Broadcast	MIAMI-FT. LAUDERDALE-HOLLYWOOD, FL	\$50,910.75	\$50,910.75	Miami - Ft. Lauderdale, FL	3,754,744	\$11,781.00												
13	Broadcast	MINNEAPOLIS-ST. PAUL, MN	\$34,408.00	\$34,408.00	Minneapolis, MN	3,585,358	\$6,795.75												
14	Broadcast	NASHVILLE, TN	\$28,059.35	\$28,059.35	Nashville, TN	2,654,262	\$3,769.75												
15	Broadcast	NEW YORK, NY	\$290,225.70	\$290,225.70	New York, NY	16,231,496	\$58,626.20												
16	Broadcast	NEW YORK, NY	\$223,343.02	\$223,343.02	US Open	5,788,863													
17	Broadcast	ORLANDO-DAYTONA BCH-MELBRN, FL	\$49,389.43	\$49,389.43	Orlando, FL	1,738,622													
18	Broadcast	PHILADELPHIA, PA	\$70,860.25	\$70,860.25	Philadelphia, PA	6,142,180	\$12,792.50												
19	Broadcast	RALEIGH-DURHAM (FAYETVILLE), NC	\$34,894.20	\$34,894.20	Raleigh, NC	2,574,810	\$4,711.55												
20	Broadcast	TAMPA-ST. PETERSBURG-CLEARWATER, FL	\$51,954.55	\$51,954.55	Tampa, FL	3,742,042	\$7,615.15												
21	Broadcast	WASHINGTON, DC	\$83,116.40	\$83,116.40	Washington, DC	5,598,680	\$17,992.80												
22	Cable	NATIONAL CABLE US, USA	\$184,538.40	\$184,538.40	HGTV - House Hunters: International	6,493,258			\$55,080.00				\$70,692.80				\$58,765.60		
23	Cable	NATIONAL CABLE US, USA	\$39,610.00	\$39,610.00	MAG - Beachfront Bargain Hunt Renovation	2,043,860			\$24,753.70				\$14,856.30						
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T								\$307,579.30				\$85,549.10				\$58,765.60		
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T												\$451,894.00						
26	Digital		\$2,998,570.16	\$2,998,570.16		29,851,256													
27	Display		\$28,000.00	\$28,000.00	AFAR - Custom Storytelling	2,150,000												\$0.00	
28	Display		\$22,000.00	\$22,000.00	AFAR - Display Amplification	757,500												\$5,287.16	
29	Display		\$49,999.97	\$49,999.97	AMEX	1,149,999													
30	Display		\$206,999.94	\$206,999.94	Expedia	7,886,485		\$28,586.19					\$23,595.47					\$24,079.25	
31	Display		\$99,998.20	\$99,998.20	Hopper Deal Tile	566,582													
32	Display		\$0.00	\$0.00	Hopper Social Post	100,000													
33	Display		\$25,000.00	\$25,000.00	Hopper x Capital One Travel Voucher	200													
34	Display		\$3,500.00	\$3,500.00	Inside Weddings	350,000		\$3,091.00					\$409.00						
35	Display		\$1,800.00	\$1,800.00	PADI - Email Editorial Newsletter	120,000											\$1,800.00		
36	Display		\$2,750.00	\$2,750.00	PADI - Facebook Native Video	50,000							\$443.06					\$473.61	
37	Display		\$3,360.00	\$3,360.00	PADI - Family Diving Article Amplifier	306,593			\$1,891.32				\$262.91					\$281.04	
38	Display		\$4,405.00	\$4,405.00	PADI - Hidden Gems	180,180			\$58.87				\$1,795.37					\$91.25	
39	Display		\$2,500.00	\$2,500.00	PADI - Sponsored Custom Email	50,000													
40	Display		\$2,500.00	\$2,500.00	PADI - Video Billboard	100,000													
41	Display		\$4,000.00	\$4,000.00	Questex - Daily Newsletter	27,000												\$317.62	
42	Display		\$6,000.00	\$6,000.00	Questex - Targeted Email	60,000													
43	Social		\$460,000.00	\$460,000.00	Influencer Content									\$3,000.00					
44	Display		\$10,000.00	\$10,000.00	Caribbean Journal - Custom Editorial														
45	Display		\$10,000.00	\$10,000.00	Caribbean Journal - Promotional Email														
46	Display		\$0.00	\$0.00	Caribbean Journal - Social Post														
47	Display		\$0.00	\$0.00	Elite Traveler E-Newsletter Banner Takeover (AV)	16,000													
48	Display		\$10,000.00	\$10,000.00	Elite Traveler Travel Section Takeover	30,000													
49	Display		\$16,500.00	\$16,500.00	Let's Take it Outside														
50	Display		\$5,000.00	\$5,000.00	Northstar Email	21,000													
51	Display		\$5,000.00	\$5,000.00	Northstar Newsletter	111,000													
52	Display		\$3,500.00	\$3,500.00	Recommend - Eblast	12,000													
53	Display		\$1,000.00	\$1,000.00	Recommend - Re-blast	5,000													
54	Display		\$20,520.00	\$20,520.00	TACconnect	1,500,000								\$1,710.00				\$1,710.00	
55	Display		\$4,320.00	\$4,320.00	TACconnect - Newsletter	120,000							\$720.00						
56	Display		\$50,000.00	\$50,000.00	Travel + Leisure	2,906,847		\$9,340.65					\$15,934.06					\$17,032.97	
57	Display		\$60,000.00	\$60,000.00	Travelzoo Partner Promotions	2,514,000												\$45,260.66	

							January					February				March			
#	Media Sub-Type	Local Market	Cost to Client (Current) (Default Currency) (USD)	Net Cost (Current) (Default Currency) (USD)	Comments (Current)	Impressions (Current)	1	2	3	4	5	6	7	8	9	10	11	12	13
58	Display		\$90,000.00	\$90,000.00	Travelzoo Showcase	5,500,000	1	8	15	22	29	5	12	19	26	4	11	18	25
59	Display		\$37,500.01	\$37,500.01	Tripadvisor - Caribbean Travel Intenders	1,630,435													
60	Display		\$37,500.01	\$37,500.01	Tripadvisor - Travel Intenders (Behavioral Interests)	1,630,435													
61	Search		\$836,326.07	\$836,326.07	Google		\$67,988.76					\$61,580.73				\$68,568.71			
62	Social		\$100,000.00	\$100,000.00	Influencer Content - Travel Budget														
63	Social		\$28,343.65	\$28,343.65	Meta - Capella														
64	Social		\$123,210.80	\$123,210.80	Meta - Social Bridge Plan														
65	Social	LOS ANGELES, CA	\$3,480.81	\$3,480.81	Meta - CAL LA Fare Sale							\$3,480.81							\$30,798.96
66	Social	LOS ANGELES, CA	\$10,000.00	\$10,000.00	Meta - CAL NYC Spring Fare Sale														
67	Social	NEW YORK, NY	\$8,396.96	\$8,396.96	Meta - CAL NYC Warm Up Buses		\$8,396.96												
68	Ad Serving Fees		\$7,084.49	\$7,084.49	Programmatic - Adserving											\$13.09	\$83.75		
69	Ad Serving Fees		\$1,192.12	\$1,192.12	Programmatic - IAS											\$0.00	\$0.00		
70	Video		\$100,000.00	\$100,000.00	YouTube														
71	Fee		\$12,544.89	\$12,544.89	Adswerve SA360			\$1,020.05				\$924.22							\$1,029.14
72	Fee		\$1,129.04	\$1,129.04	Adswerve SA360 Tax			\$91.80				\$83.18							\$92.62
73	Fee		\$3,589.15	\$3,589.15	Capella - Liveramp														
74	Fee		\$67.20	\$67.20	Capella - Spatial AI														
75	Fee		\$2,000.00	\$2,000.00	Digital Direct - Adswerve			\$126.27				\$135.84							\$252.20
76	Fee		\$2,500.00	\$2,500.00	Digital Direct - IAS			\$129.37				\$144.91							\$150.07
77	Fee		\$12,949.20	\$12,949.20	Meta - Social Bridge Plan Liveramp														\$2,446.18
78	Fee		\$3,840.00	\$3,840.00	Meta - Social Bridge Spatial AI														\$51.66
79	Programmatic		\$458,262.65	\$458,262.65	Programmatic - Undertone											\$13,380.66	\$96,512.88		
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$120,721.24					\$127,613.31				\$296,319.73			
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$544,654.28												
82	Print		\$95,425.00	\$95,425.00															
83	Consumer Magazine		\$20,000.00	\$20,000.00	Alert Diver														\$6,666.67
84	Consumer Magazine		\$15,000.00	\$15,000.00	Elite Traveler														
85	Consumer Magazine		\$27,725.00	\$27,725.00	Inside Weddings														\$17,000.00
86	Consumer Magazine		\$4,100.00	\$4,100.00	PADI - FP4C Travel Planner		\$4,100.00					\$0.00							
87	Consumer Magazine		\$4,100.00	\$4,100.00	PADI - Reader's Choice Awards														
88	Consumer Magazine		\$19,500.00	\$19,500.00	Recommend FP4C														
89	Consumer Magazine		\$5,000.00	\$5,000.00	Northstar Print														
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$4,100.00					-				\$23,666.67			
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$27,766.67												
92	Other		\$527,559.39	\$527,559.39															
93	Non-Media		\$55,000.00	\$55,000.00	Adara														
94	Non-Media		\$75,000.00	\$75,000.00	Phased Data Approach														
95	Sponsorship		\$250,000.00	\$250,000.00	Saks														
96	Other		\$147,559.39	\$147,559.39	Opportunistic/Fare Sale Ad Hoc														
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						-					-				-			
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						-												
	Totals		\$5,300,000.00	\$5,300,000.00	-	132,805,981													
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)						\$432,400.54					\$213,162.41				\$378,752.00			
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)						\$1,024,314.95												

Budgeted

Planned

Booked

Actual

Television

Digital

Print

Other

Flex

Firm

Note: This export is not an exact rendition of the media plan due to limitations of Excel

The fields with an Asterisk (*) are the fields with custom labels and their stand

KSM Media Plan

Plan Name: 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date: 1/1/2024 - 12/31/2024

Primary Target Audience: All Homes

Plan Budget (Cost to Client): \$5,300,000

Current Flowchart (Cost to Client): \$5,300,000

Remaining Budget (Cost to Client): -\$0

Last Approved (Cost to Client):

Version: V16 - A - Pinned

Plan Status: Draft

Brief

Related Documents

Plan Comments: 4/12/24 Prime TV Cost out: 4/24/24 WR Updated Capella to Social/ Added \$1

Last Approval

Exported On: 5/1/2024

		2024																															
		April				May				June				July				August				September				October							
#	Media Sub-Type	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4
1	Television																																
2	Broadcast	\$15,988.50															\$16,260.50											\$19,397.00					
3	Broadcast	\$8,370.80															\$8,942.85											\$8,119.20					
4	Broadcast	\$8,045.25															\$8,298.55											\$8,177.85					
5	Broadcast	\$18,389.75															\$20,111.00											\$18,504.50					
6	Broadcast	\$6,018.00															\$6,784.70											\$8,827.25					
7	Broadcast		\$31,375.20														\$16,452.60											\$17,108.80					
8	Broadcast		\$29,775.50														\$15,509.10											\$16,389.70					
9	Broadcast		\$22,275.95														\$12,201.75											\$12,558.75					
10	Broadcast		\$19,644.35														\$21,279.75											\$21,488.00					
11	Broadcast		\$4,911.30														\$6,152.30											\$6,115.75					
12	Broadcast		\$12,571.50														\$11,925.50											\$14,632.75					
13	Broadcast		\$12,070.00														\$6,621.50											\$8,920.75					
14	Broadcast		\$8,423.50															\$6,471.90										\$9,394.20					
15	Broadcast		\$70,167.50														\$78,973.50											\$82,458.50					
16	Broadcast																						\$223,343.02										
17	Broadcast			\$23,460.00													\$13,164.17											\$12,765.26					
18	Broadcast		\$28,704.50														\$13,612.75											\$15,750.50					
19	Broadcast		\$10,129.45															\$8,438.80										\$11,614.40					
20	Broadcast		\$17,884.00														\$12,745.75											\$13,709.65					
21	Broadcast		\$20,221.50														\$21,046.00											\$23,856.10					
22	Cable																																
23	Cable																																
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T	\$368,426.55															\$299,135.20										\$101,576.21					\$306,732.76	
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T								\$368,426.55								\$299,135.20										\$101,576.21					\$306,732.76	
26	Digital																																
27	Display		\$21,090.91				\$6,909.09																										
28	Display		\$6,865.24				\$6,495.25				\$1,352.35																						
29	Display		\$33,333.30				\$16,666.67																										
30	Display		\$16,590.70				\$23,584.97				\$17,505.85						\$12,313.78											\$12,313.78					
31	Display						\$24,999.57				\$24,192.74				\$806.79																\$13,709.70		
32	Display										\$0.00																						\$0.00
33	Display		\$6,125.00				\$6,375.00				\$6,125.00						\$6,375.00																
34	Display																																
35	Display																																
36	Display		\$458.33																			\$463.32						\$448.37			\$463.31		
37	Display		\$371.71				\$281.04				\$271.98																						
38	Display		\$88.31				\$91.25				\$88.31						\$369.24											\$357.33			\$369.25		
39	Display						\$1,250.00				\$1,250.00																						
40	Display		\$307.38				\$317.62				\$307.38						\$210.60											\$203.80			\$210.60		
41	Display																											\$4,000.00					
42	Display										\$3,000.00																						
43	Social																																
44	Display						\$2,500.00				\$64,740.87						\$66,444.37											\$64,740.87			\$66,444.37		
45	Display		\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03														

		2024																																		
#	Media Sub-Type	April					May					June					July					August					September					October				
		14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45			
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4			
58	Display																																			
59	Display			\$9,221.32				\$9,528.69				\$9,221.32					\$9,528.68																			
60	Display			\$9,221.32				\$9,528.69				\$9,221.32					\$9,528.68																			
61	Search			\$71,334.50				\$72,203.40				\$68,807.35					\$71,095.86					\$71,095.86				\$69,807.56				\$72,096.07						
62	Social											\$100,000.00																								
63	Social			\$28,343.65																																
64	Social			\$30,803.95				\$30,803.95				\$30,803.94																								
65	Social																																			
66	Social				\$3,571.43	\$6,428.57																														
67	Social																																			
68	Ad Serving Fees							\$2,745.19			\$700.21											\$1,112.10			\$659.02											
69	Ad Serving Fees							\$149.02			\$149.01											\$149.02			\$447.04											
70	Video							\$100,000.00																												
71	Fee			\$1,070.14				\$1,066.28				\$1,031.88					\$1,066.28					\$1,066.28				\$1,031.88				\$1,066.28						
72	Fee			\$96.24				\$95.98				\$92.88					\$95.98					\$95.98				\$92.88				\$95.98						
73	Fee				\$3,589.15																															
74	Fee			\$67.20																																
75	Fee			\$88.97								\$173.32					\$173.32					\$173.32				\$167.85				\$173.32						
76	Fee			\$266.60								\$211.75					\$204.92					\$211.75				\$204.92				\$256.94						
77	Fee			\$3,501.01				\$3,501.01				\$3,501.00																								
78	Fee			\$1,248.91				\$1,290.54				\$1,248.89																								
79	Programmatic							\$69,791.54			\$49,446.25																									
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)			\$300,880.26				\$383,173.85			\$412,450.09						\$194,582.14					\$71,936.58			\$42,629.08				\$293,137.22			\$171,489.72				
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$1,096,504.20															\$723,170.34													
82	Print																																			
83	Consumer Magazine					\$0.00						\$6,666.67												\$6,666.66					\$0.00							
84	Consumer Magazine											\$15,000.00										\$0.00														
85	Consumer Magazine							\$0.00				\$10,725.00										\$0.00														
86	Consumer Magazine																																			
87	Consumer Magazine																																			
88	Consumer Magazine											\$6,500.00					\$6,500.00																			
89	Consumer Magazine																							\$5,000.00		\$6,500.00		\$0.00								
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)											\$38,891.67					\$6,500.00						\$11,666.66			\$6,500.00										
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$38,891.67															\$24,666.66													
92	Other																																			
93	Non-Media											\$55,000.00																								
94	Non-Media											\$75,000.00																								
95	Sponsorship																																			
96	Other																																			
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)											\$130,000.00																								
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$130,000.00																												
	Totals																																			
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)			\$669,306.81				\$383,173.85				\$581,341.76					\$500,217.34					\$598,693.85			\$450,317.95				\$478,222.48							
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)							\$1,633,822.42															\$1,549,229.14													

	Budgeted
	Planned
	Booked
	Actual

	Television
	Digital
	Print
	Other

	Flex
	Firm

Note: This export is not an exact rendition of the media plan due to limitations of Excel

The fields with an Asterisk (*) are the fields with custom labels and their stand

KSM Media Plan

Plan Name: 2024_Cayman Islands_Cayman Islands_CIDOT FY24 Tier 1 Proposed Plan - v16

Plan Start - End Date: 1/1/2024 - 12/31/2024

Primary Target Audience: All Homes

Plan Budget (Cost to Client): \$5,300,000

Current Flowchart (Cost to Client): \$5,300,000

Remaining Budget (Cost to Client): -\$0

Last Approved (Cost to Client):

Version: V16 - A - Pinned

Plan Status: Draft

Brief

Related Documents

Plan Comments: 4/12/24 Prime TV Cost out: 4/24/24 WR Updated Capella to Social/ Added \$1

Last Approval

Exported On: 5/1/2024

		November			December				
#	Media Sub-Type	46	47	48	49	50	51	52	1
		11	18	25	2	9	16	23	30
1	Television								
2	Broadcast								
3	Broadcast								
4	Broadcast								
5	Broadcast								
6	Broadcast								
7	Broadcast								
8	Broadcast								
9	Broadcast								
10	Broadcast								
11	Broadcast								
12	Broadcast								
13	Broadcast								
14	Broadcast								
15	Broadcast								
16	Broadcast								
17	Broadcast								
18	Broadcast								
19	Broadcast								
20	Broadcast								
21	Broadcast								
22	Cable								
23	Cable								
24	Television Total Cost to Client (Monthly) (Current) (Default Currency - T	-					-		
25	Television Total Cost to Client (Quarterly) (Current) (Default Currency - T	\$306,732.76							
26	Digital								
27	Display								
28	Display								
29	Display								
30	Display	\$11,901.47				\$12,313.23			
31	Display	\$24,192.74			\$12,096.66				
32	Display								
33	Display								
34	Display								
35	Display								
36	Display								
37	Display								
38	Display	\$357.34				\$369.24			
39	Display								
40	Display	\$203.80				\$210.60			
41	Display								
42	Display								
43	Social	\$64,780.87				\$66,444.28			
44	Display								
45	Display	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03	\$303.03		
46	Display								
47	Display				\$0.00				
48	Display								
49	Display								
50	Display				\$1,666.67				
51	Display	\$1,666.67							
52	Display								
53	Display								
54	Display								
55	Display								
56	Display								
57	Display								

		November			December				
#	Media Sub-Type	46	47	48	49	50	51	52	1
		11	18	25	2	9	16	23	30
58	Display								
59	Display								
60	Display								
61	Search	\$69,807.55			\$71,939.72				
62	Social								
63	Social								
64	Social								
65	Social								
66	Social								
67	Social								
68	Ad Serving Fees	\$1,112.10			\$659.03				
69	Ad Serving Fees	\$149.02			\$149.01				
70	Video								
71	Fee	\$1,031.88			\$1,140.58				
72	Fee	\$92.88			\$102.64				
73	Fee								
74	Fee								
75	Fee	\$167.85			\$199.89				
76	Fee	\$250.11			\$256.91				
77	Fee								
78	Fee								
79	Programmatic	\$71,936.58			\$42,629.08				
80	Digital Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$251,664.98			\$211,086.64				
81	Digital Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$634,241.34							
82	Print								
83	Consumer Magazine								
84	Consumer Magazine								
85	Consumer Magazine								
86	Consumer Magazine								
87	Consumer Magazine	\$4,100.00							
88	Consumer Magazine								
89	Consumer Magazine								
90	Print Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$4,100.00			-				
91	Print Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$4,100.00							
92	Other								
93	Non-Media								
94	Non-Media								
95	Sponsorship								
96	Other				\$147,559.39				
97	Other Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	-			\$147,559.39				
98	Other Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$147,559.39							
	Totals								
	Total Cost to Client (Monthly) (Current) (Default Currency - Test Series 2)	\$255,764.98			\$358,646.03				
	Total Cost to Client (Quarterly) (Current) (Default Currency - Test Series 2)	\$1,092,633.49							

	Budgeted
	Planned
	Booked
	Actual

	Television
	Digital
	Print
	Other

	Flex
	Firm