

# CFGA MEDIA PLAN

BROADCAST MESSAGES	POS 1/NEG 1	POS 1/NEG 1	POS 2/NEG 2	POS 2/NEG 2	NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE		
	Expect a 50/50 rotation during this timeframe				CFGA does not intend to run any positive ads during this timeframe							

## BROADCAST (A50+ GRPs)

MARKET	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	TOTAL GRPS
RALEIGH-DURHAM (FAYETVLL)	1,000	1,000	1,000	1,000	600	600	600	600	600	600	7,600
CHARLOTTE	1,000	1,000	1,000	1,000	600	600	600	600	600	600	7,600
GREENSBORO-H.POINT-W.SALEM	1,000	1,000	1,000	1,000	1,100	1,100	1,100	1,100	1,100	1,100	10,600
GREENVLL-SPART-ASHEVLL (WLOS-TV ONLY)	0	0	400	400	400	400	400	400	0	0	2,400
GREENVILLE-N.BERN-WASHNGTN	1,000	1,000	1,000	1,000	600	600	600	600	600	600	7,600
WILMINGTON	1,000	1,000	1,000	1,000	600	600	600	600	600	600	7,600

## FNC CABLE & SATELLITE (SPOTS)

MARKET	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	TOTAL SPOTS
RALEIGH-DURHAM (FAYETVLL)	42	42	42	42	42	42	42	42	42	42	420
CHARLOTTE	42	42	42	42	42	42	42	42	42	42	420
GREENSBORO-H.POINT-W.SALEM	42	42	42	42	84	84	84	84	84	84	672
GREENVLL-SPART-ASHEVLL-AND	56	56	56	56	56	56	56	56	56	56	560
GREENVILLE-N.BERN-WASHNGTN	42	42	42	42	42	42	42	42	42	42	420
WILMINGTON	42	42	42	42	42	42	42	42	42	42	420
MYRTLE BEACH-FLORENCE	56	56	56	56	56	56	56	56	56	56	560
NORFOLK-PORTSMTH-NEWPT NWS	56	56	56	56	56	56	56	56	56	56	560

## D2 SATELLITE: GOP PRIMARY (IMPRESSIONS)

GEOGRAPHY-TARGET GROUP	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	TOTAL IMP
NC - DRA REPUBLICAN PRIMARY VOTERS	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	35

**NOTES:**  
 As of February 22nd, 27% of Republican primary voters are aware of President Trump's endorsement. Ted Budd is winning 54% to 25% among those who are aware of the endorsement. He is losing by 33% among those who are not aware of the endorsement. During CFGA's media buy that included 3000 GRPs in September through October, the Trump endorsement awareness increased from 21% to 45% statewide. This number has faded while CFGA has been dark the last two months. We need to get this number to 60% to comfortably compete in this race. After CFGA's 2000 GRPs of positive advertising between March 9th and April 5th, there will not be enough weight to reach this threshold based on CFGA's planned media buy above.

**EXPECTED ADS:**  
 Positive 1: [https://www.youtube.com/watch?v=R\\_SS5TjDfUE](https://www.youtube.com/watch?v=R_SS5TjDfUE)  
 Negative 1: <https://www.youtube.com/watch?v=38PuugV0DuA>