

NSU Proposed TV / Radio Media Plan & Buy

Flight: 2 Weeks

Start Date: Monday, August 24, 2020

Ends: Friday, September 4, 2020

AUDIENCE:

- Norfolk, VA DMA
- Current NSU Students + Family / Faculty / Staff / Alumnae
- Potential students and their parents / parental influencers looking to attend on campus Spring 2021
- Potential students wanting to attend online learning for Fall 2020 and / or Spring 2021 semesters
 - AA 18-34
 - AA 35-64

TV:

- Monday, Wednesday, Friday schedule
- Early Morning News; Evening News; Late News

RADIO:

- Urban and Urban AC stations stations may include:
 - WVKL-FM
 - WNVZ-FM
 - WOWI-FM
 - Monday, Wednesday, Friday schedule

TV MEDIA BUY TOTAL:	\$ 5,000.00
RADIO MEDIA BUY TOTAL:	\$ 3,000.00
TV & RADIO MEDIA BUY TOTAL:	\$ 8,000.00