

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

Date: February 16, 2015							
Client: MDWFP Museum of Natural Science							
Flight Dates: July 2015- June 2016							
Campaign: FY 16 General/Special Exhibits							
MARKET SEGMENT	Issue / Flight Dates	Length /Ad Size	Space Due	Ad Due	Ad Specs	Editorial Focus	Ad / Editorial
PARENTS							
<i>Emma Jack Magazine</i>							
circ.: new publication published quarterly	Summer (July-Sept)	FP/4C				Back to School	Grossology
distributed statewide	Fall (Oct-Dec)	FP/4C				Fall Fun./Merry Making	Grossology
production@emmajackmagazine.com	Winter (Jan - March)	FP/4C				Spring Break	Wolf to Woof
franriddell@thinkwebstore.com	Spring (April-June)	FP/4C				Fashion/Summer/Explore MS	
MARKET SEGMENT	Issue / Flight Dates	Length /Ad Size					Ad / Editorial
FAMILIES & GRANDPARENTS							
<i>The Clarion Ledger</i>							
Daily circulation: 97,835							Wolf to Woof
CL/Weekend	7/2/2015	2x5.5c					Wolf to Woof
CL/Sunday	7/5/2015	2x5.5c					Wolf to Woof
CL/Weekend	7/9/2015	2x5.5c					Wolf to Woof
CL/Sunday	7/12/2015	2x5.5c					Wolf to Woof
CL/Weekend	7/16/2015	2x5.5c					Wolf to Woof
CL/Sunday	7/19/2015	2x5.5c					Wolf to Woof
CL/Weekend	7/23/2015	2x5.5c					Wolf to Woof
CL/Sunday	7/26/2015	2x5.5c					Wolf to Woof
CL/Weekend	7/30/2015	2x5.5c					Wolf to Woof
CL/Sunday	9/20/2015	2x5.5c					Wolf to Woof
CL/Weekend	9/24/2015	2x5.5c					Wolf to Woof
CL/Sunday	9/27/2015	2x5.5c					Wolf to Woof
CL/Weekend	10/1/2015	2x5.5c					Park After Dark
CL/Sunday	10/11/2015	2x5.5c					Park After Dark
CL/Weekend	10/15/2015	2x5.5c					Park After Dark
CL/Sunday	10/18/2015	2x5.5c					Park After Dark
CL/Weekend	10/22/2015	2x5.5c					Park After Dark
CL/Sunday	11/15/2015	2x5.5c					Cajun Christmas
CL/Weekend	11/19/2015	2x5.5c					Museum Merriment
CL/Sunday	11/22/2015	2x5.5c					Museum Merriment
CL/Weekend	11/26/2015	2x5.5c					Cajun Christmas

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

CL/Sunday	11/29/2015	2x5.5c					Museum Merriment
CL/Weekend	12/3/2015	2x5.5c					Museum Merriment
CL/Sunday	12/6/2015	2x5.5c					Cajun Christmas
CL/Weekend	12/10/2015	2x5.5c					Cajun Christmas
CL/Sunday	12/13/2015	2x5.5c					Wolf Closing
CL/Weekend	12/17/2015	2x5.5c					Wolf Closing
CL/Sunday	12/20/2015	2x5.5c					Happy Holidays
CL/Weekend	12/24/2015	2x5.5c					Happy Holidays
CL/Sunday	12/27/2015	2x5.5c					Wolf Closing
CL/Weekend	12/31/2015	2x5.5c					Happy New Year
CL/Sunday	1/3/2016	2x5.5c					Family Fun Science Night
CL/Weekend	1/7/2016	2x5.5c					Family Fun Science Night
CL/Sunday	1/10/2016	2x5.5c					Family Fun Science Night
CL/Weekend	1/14/2016	2x5.5c					Family Fun Science Night
CL/Sunday	1/17/2016	2x5.5c					So You Think You Can Fish
CL/Weekend	1/21/2016	2x5.5c					So You Think You Can Fish
CL/Sunday	1/45/2016	2x5.5c					Spring Exhibit
CL/Weekend	1/28/2016	2x5.5c					Spring Exhibit
CL/Sunday	1/31/2016	2x5.5c					So You Think You Can Fish
CL/Weekend	2/4/2016	2x5.5c					So You Think You Can Fish
CL/Sunday	2/14/2016	2x5.5c					Spring Exhibit
CL/Weekend	2/18/2016	2x5.5c					Fossil Road Show
CL/Sunday	2/21/2016	2x5.5c					Spring Exhibit
CL/Weekend	2/25/2016	2x5.5c					Fossil Road Show
CL/Sunday	2/28/2016	2x5.5c					Fossil Road Show
CL/Weekend	3/3/2016	2x5.5c					Fossil Road Show
CL/Sunday	3/13/2016	2x5.5c					NatureFEST
CL/Weekend	3/17/2016	2x5.5c					Spring Exhibit
CL/Sunday	3/20/2016	2x5.5c					NatureFEST
CL/Weekend	3/24/2016	2x5.5c					Naturefest
CL/Sunday	3/27/2016	2x5.5c					Spring Exhibit
CL/Weekend	3/31/2016	2x5.5c					Naturefest
CL/Sunday	4/3/2016	2x5.5c					NatureFEST
CL/Weekend	4/7/2016	2x5.5c					NatureFEST
CL/Sunday	4/24/2016	2x5.5c					Spring Exhibit
CL/Weekend	4/28/2016	2x5.5c					IMBD
CL/Sunday	5/29/2016	2x5.5c					Snake Day
CL/Weekend	6/2/2016	2x5.5c					Snake Day
CL/Sunday	6/5/2016	2x5.5c					Summer Exhibit
CL/Weekend	6/9/2016	2x5.5c					Summer Exhibit

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

CL/Sunday	6/12/2016	2x5.5c				Summer Exhibit
CL/Weekend	6/16/2016	2x5.5c				Summer Exhibit
CL/Sunday	6/19/2016	2x5.5c				Summer Exhibit
CL/Weekend	6/23/2016	2x5.5c				Summer Exhibit
CL/Sunday	6/26/2016	2x5.5c				Summer Exhibit
Discover Greater Jackson	6/25/2015	1/4 page, 4c				General Ad
Facebook Advertising	9 months					General
Escape to the Southeast						
circ.: 250,000	Jan-16	FP/4c	9/12/2015	10/31/2015		General/Exhibits
escapetotheseast.com	Web	Silver level				General/Exhibits
Jackson Advocate newspaper						
Alice Tisdale; publishes Thursday						
thejacksonadvocate@gmail.com	7/9/2015	1/8 page/ 4c		7/6/2015	5.5w x 5l or 3.625w x 7l	Wolf to Woof
Copy due Monday of the week running	7/16/2015	1/8 page/ 4c		7/13/2015		Wolf to Woof
	7/23/2015	1/8 page/ 4c		7/19/2015		Wolf to Woof
	10/15/2015	1/8 page/ 4c		10/12/2015		Park After Dark
	10/22/2015	1/8 page/ 4c		10/19/2015		Park After Dark
	11/19/2015	1/8 page/ 4c		11/16/2015		Turkey Tuesday/Holiday
	12/3/2015	1/8 page/ 4c		12/1/2015		Holiday
	12/10/2015	1/8 page/ 4c		12/7/2015		Holiday
	12/17/2015	1/8 page/ 4c		12/14/2015		Holiday
	12/24/2015	1/8 page/ 4c		12/21/2015		Holiday
	12/31/2015	1/8 page/ 4c		12/28/2015		FF Science Night
	1/7/2016	1/8 page/ 4c		1/4/2016		FF Science Night
	1/28/2016	1/8 page/ 4c		1/25/2016		SYTYC Fish
	2/4/2016	1/8 page/ 4c		2/1/2016		SYTUC Fish
	2/25/2016	1/8 page/ 4c		2/22/2016		Fossil Road Show
	3/3/2016	1/8 page/ 4c		2/29/2016		Fossil Road Show
	4/7/2016	1/8 page/ 4c		4/4/2016		NatureFEST
	4/14/2016	1/8 page/ 4c		4/11/2016		NatureFEST
	5/19/2016	1/8 page/ 4c		5/16/2016		Exhibit/Snake Day
	5/26/2016	1/8 page/ 4c		5/23/2016		Exhibit/Snake Day
Jackson Free Press						
Newspaper: 39 weeks	10/1/2015	1/4p block; 4c		9/29/2015		Exhibit
	10/8/2015	1/4p block; 4c		10/6/2015		Park After Dark
	10/15/2015	1/4p block; 4c		10/13/2015		Park After Dark
	10/22/2015	1/4p block; 4c		10/20/2015		Park After Dark

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

	10/29/2015	1/4p block; 4c		10/27/2015		Park After Dark
	11/5/2015	1/4p block; 4c		11/3/2015		Exhibit
	11/12/2015	1/4p block; 4c		11/10/2015		Holiday with Award Seal
	11/19/2015	1/4p block; 4c		11/17/2015		Holiday with Award Seal
	11/26/2015	1/4p block; 4c		11/24/2015		Cajun Christmas
	12/3/2015	1/4p block; 4c		12/1/2015		Holiday Listing with Seal
	12/10/2015	1/4p block; 4c		12/8/2015		Cajun Christmas
	12/17/2015	1/4p block; 4c		12/15/2015		Exhibit
	12/24/2015	1/4p block; 4c		12/22/2015		Exhibit
	12/31/2015	1/4p block; 4c		12/29/2015		Happy New Year
	1/7/2016	1/4p block; 4c		1/5/2016		Happy New Year
	1/14/2016	1/4p block; 4c		1/12/2016		Family Fun Science Night
	1/21/2016	1/4p block; 4c		1/19/2016		So You Think You Can Fish
	1/28/2016	1/4p block; 4c		1/26/2016		Exhibit
	2/4/2016	1/4p block; 4c		2/2/2016		Dinos/So You Think You Can Fish
	2/11/2016	1/4p block; 4c		2/9/2016		Exhibit/FRS
	2/18/2016	1/4p block; 4c		2/16/2016		Exhibit/FRS
	2/25/2016	1/4p block; 4c		2/23/2016		Exhibit/FRS
	3/4/2016	1/4p block; 4c		3/2/2016		Exhibit/FRS
	3/11/2016	1/4p block; 4c		3/9/2016		Exhibit/NatureFEST
	3/18/2016	1/4p block; 4c		3/16/2016		Exhibit/NatureFEST
	3/25/2016	1/4p block; 4c		3/23/2016		Exhibit/NatureFEST
	4/1/2016	1/4p block; 4c		3/30/2016		Exhibit/NatureFEST
	4/8/2016	1/4p block; 4c		4/6/2016		Exhibit/NatureFEST
	4/15/2016	1/4p block; 4c		4/13/2016		Exhibit/IMBD
	4/22/2016	1/4p block; 4c		4/20/2016		Exhibit/IMBD
	4/29/2016	1/4p block; 4c		4/27/2016		Exhibit/IMBD
	5/6/2016	1/4p block; 4c		5/4/2016		Exhibit
	5/13/2016	1/4p block; 4c		5/11/2016		Exhibit/ Snake Day
	5/20/2016	1/4p block; 4c		5/18/2016		Exhibit/ Snake Day
	5/27/2016	1/4p block; 4c		5/25/2016		Exhibit/ Snake Day
	6/3/2016	1/4p block; 4c		6/1/2016		Exhibit/ Snake Day
	6/10/2016	1/4p block; 4c		6/8/2016		Exhibit
	6/17/2016	1/4p block; 4c		6/15/2016		Exhibit
	6/24/2016	1/4p block; 4c		6/22/2016		Exhibit
Boom	Nov/Dec 2015	1/3page Block; 4c		10/21/2015		Exhibit
Boom	Jan/Feb 2016	1/3page Block; 4c		11/21/2015		Dinosaurs
Boom	March/April 2016	1/3page Block; 4c		1/30/2016		ExhibitNatureFEST
Boom	May/June 2016	1/3page Block; 4c		3/27/2016		Exhibit/ Snake Day
Web/Mobile	1/30/16 - 2/13/16	skyscraper/Leaderboard		1/26/2016		Exhibit

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

Web/Mobile	3/27/16 - 4/10/16	skyscraper/Leaderboard		3/23/2016		NatureFEST
Online Best of Jackson Ballot	11/5-23; 12/3-21 2015	Online Ballot Banner ad		11/3/2015		Best Museum
Circ. 112,000 weekly:						
Kimberly Griffin: kimberly@jacksonfreepress.com						
Space/copy due by 5pm Wed. week prior to publication						
MS Business Journal						
Circ.: Print/online readership 185,000 mo.	Dec. 2015	1/4p /4c	11/21/2015	11/26/2015		Book of Lists
melissa.harrison@msbusiness.com						
MS Link						
Circ. 48,867	36 weeks	1/8p / B&W			1/8 vert: 5.75 x 5.25	Special Events / Exhibits
Due Mon of week running by 5 pm; Publishes Thursday					1/8 H: 11.625 x 2.625	
Jackie Hampton jlinkads@bellsouth.net	10/16/2015	1/8p / B&W		10/13/2015		Park After Dark
	10/23/2015	1/8p / B&W		10/20/2015		Park After Dark
	10/30/2015	1/8p / B&W		10/27/2015		Exhibit
	11/6/2015	1/8p / B&W		11/3/2015		Exhibit
	11/13/2015	1/8p / B&W		11/10/2015		Exhibit
	11/20/2015	1/8p / B&W		11/17/2015		Museum Merriment
	11/27/2015	1/8p / B&W		11/24/2015		Museum Merriment
	12/4/2015	1/8p / B&W		12/1/2015		Museum Merriment
	12/11/2015	1/8p / B&W		12/8/2015		Museum Merriment
	12/18/2015	1/8p / B&W		12/15/2015		Museum Merriment
	12/25/2015	1/8p / B&W		12/22/2015		Happy Holidays
	1/1/2016	1/8p / B&W		12/29/2015		Happy New Year
	1/8/2016	1/8p / B&W		1/5/2016		Family Fun Science Night
	1/15/2016	1/8p / B&W		1/12/2016		Family Fun Science Night
	1/22/2016	1/8p / B&W		1/19/2016		Exhibit
	1/29/2016	1/8p / B&W		1/26/2016		Exhibit
	2/5/2016	1/8p / B&W		2/2/2016		So You Think You Can Fish
	2/12/2016	1/8p / B&W		2/9/2016		Exhibit
	2/19/2016	1/8p / B&W		2/16/2016		Exhibit
	2/26/2016	1/8p / B&W		2/23/2016		Fossil Road Show
	3/5/2016	1/8p / B&W		3/2/2016		Fossil Road Show
	3/12/2016	1/8p / B&W		3/9/2016		Exhibit
	3/19/2016	1/8p / B&W		3/16/2016		Exhibit
	3/26/2016	1/8p / B&W		3/23/2016		NatureFEST
	4/2/2016	1/8p / B&W		3/30/2016		NatureFEST
	4/9/2016	1/8p / B&W		4/6/2016		NatureFEST
	4/16/2016	1/8p / B&W		4/13/2016		Exhibit

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

	4/23/2016	1/8p / B&W		4/20/2016			IMBD
	4/30/2016	1/8p / B&W		4/27/2016			IMBD
	5/7/2016	1/8p / B&W		5/4/2016			Exhibit
	5/14/2016	1/8p / B&W		5/11/2016			Exhibit
	5/21/2016	1/8p / B&W		5/18/2016			Exhibit
	5/28/2016	1/8p / B&W		5/25/2016			Snake Day
	6/4/2016	1/8p / B&W		6/1/2016			Snake Day
	6/11/2016	1/8p / B&W		6/8/2016			Exhibit
	6/18/2016	1/8p / B&W		6/15/2016			Exhibit
MS Magazine							
Circulation: 100,000	Sept. 2015	FP		7/30/2015		Field Guide	Wolf to Woof
Published bi-monthly	Nov./Dec 15	1/3 p V 4c				Holiday / unWrapped Gift Guide	Holiday
Also has: Go MS App, Social Media, 1 Shopms.org	Jan/Feb 16	1/3p V 4c		11/15/2015		Wedding	Exhibit
	March/April 16	1/3p V 4c		1/15/2016	2.187 x 9.625	Gardens/Outdoors	Exhibit/ NatureFEST
	March/April 16	Facebook page		1/15/2016	1/9 page		Social Media
	May/June 2016	1/3p V 4c	Getaway Section	3/15/2016	2.1875 x 8.9375	Recipe Contest	Exhibit/Snake Day
MS Tour Guide							
Annual Guide; circ: 200,000	Dec-15	1/2P, 4 C					MTA / See it All / Exhibits
Distributed to MS welcome centers, & visitors inquiring about MS / electronic guide online		1/6 page/ 4c					LeFleur Museum District
Northside Sun							
Newspaper: 13 weeks					5" x 8"		
	9/18/2015	3 co. x 8 inch		9/15/2015			Exhibit
	11/13/2015			11/10/2015			Museum Merriment
	11/20/2015			11/17/2015			Museum Merriment
	11/26/2015			11/24/2015			Cajun Christmas
	12/4/2015			12/1/2015			Museum Merriment
	12/11/2015			12/8/2015			Cajun Christmas
	12/18/2015			12/15/2015			Exhibit
	1/29/2016			1/26/2015			Exhibit/So You Think You Can Fish
	2/5/2016			2/2/2015			Exhibit/So You Think You Can Fish
	4/2/2016			3/30/2015			Exhibit/NatureFEST
	4/9/2016			4/6/2015			Exhibit/NatureFEST
Northside Sun Magazine					4.625 x 5.75		
	Dec-15	1/4p 4c		11/7/2015			Museum Merriment
	Feb-16	1/4p 4c		1/9/2016			Exhibit/FRS
	Mar-16	1/4p 4c		2/6/2016			Exhibit/NatureFEST

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

	Apr-16	1/4p 4c		3/6/2016		Exhibit/NatureFEST
	May-16	1/4p 4c		4/3/2016		Exhibit/Snake Day
	Jun-16	1/4p 4c		5/1/2016		Exhibit/Snake Day
Newcomer's Guide	Jun-16	FP 4c		5/1/2016	8.5 x 11	Exhibit
MARKET SEGMENT	Issue / Flight Dates	Length /Ad Size				Ad / Editorial
NATURE AND HERITAGE						
<i>MS Sportsman magazine</i>						
Published monthly; Circ. 9,000	7/1/2015	1/2 p 4-c Horizontal		6/17/2015	See media kit: 3 options	Exhibit
online option available	8/1/2015	1/2 p 4-c Horizontal		7/15/2015		Exhibit
	9/1/2015	1/2 p 4-c Horizontal		8/12/2015		Exhibit
	10/1/2015	1/2 p 4-c Horizontal		9/16/2015		Exhibit
	11/1/2015	1/2 p 4-c Horizontal		10/14/2015		Exhibit
	12/1/2015	1/2 p 4-c Horizontal		11/11/2015		Exhibit
	1/1/2016	1/2 p 4-c Horizontal		12/9/2015		Exhibit
	2/1/2016	1/2 p 4-c Horizontal		1/14/2016		Exhibit
	3/1/2016	1/2 p 4-c Horizontal		2/11/2016		Exhibit/NatureFEST
	4/1/2016	1/2 p 4-c Horizontal		3/11/2016		Exhibit/NatureFEST
	5/1/2016	1/2 p 4-c Horizontal		4/8/2016		Exhibit
	6/1/2016	1/2 p 4-c Horizontal		5/6/2016		Exhibit/Snake Day
<i>MS Wildlife Federation</i>						
MS Wildlife Federation Wildlife Extravaganza Program	8/1/2015					
MS Wildlife Federation Annual Magazine	8/1/2015					
BROADCAST & MOVIE THEATER						
Wolf to Woof	Nov. 2015 - Dec. 2015					
Placement		:30 radio				
		:30 television				
		:30 movie theater				
Winter/Spring 2016 Exhibit	May 2016 - June 2016					
Placement		:30 radio				
		:30 television				
		:30 movie theater				

FY 16 DRAFT MEDIA SCHEDULE

Mississippi Department of Wildlife, Fisheries, and Parks' Museum of Natural Science

Based on FY 15 advertising schedule. We'd like to consider an updated placement strategy/media mix.

\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$83.34
\$4,224.75
\$1,445.00
\$718.25
\$845.00
\$845.00
Bonus
\$625.00
\$8,500.00
\$6,000.00
\$2,500.00
\$8,233.48
\$305.40
\$305.40
\$305.40
\$305.40
\$305.40
\$305.40
\$305.40
\$305.40
\$316.96
\$316.96
\$316.96
\$316.96
\$588.00
\$535.00
\$535.00

