

Social Media – Unpaid and Paid Advertisements

- The South Florida Saves posts are the agency's top posts for reach and interactions on Facebook, Instagram and X. The following partner agencies and media outlets have shared our social posts: FDOT District 6, Miami-Dade TPO, Miami's Community Newspapers, Miami Herald, and the City of Miami.
- Paid advertisements are running on Facebook, Instagram, and X, which has tripled the number of users reached, post impressions and link clicks over non-paid social media posts.
- Social media posts and ads began in December when the board approved the program and will continue two to three times per week through June.

Paid Digital Banners

- Digital banners ads are running on NBC6 and Telemundo and will continue through the end of the program.
- Additional banner ads on radio station websites will be running by the end of this week on 96 FM (WPOW), 101.5 Lite FM (WLYF), 102.7 FM – The Beach (WMXJ) and 560 AM Radio (WQAM).
- NBC 6 Digital banners went live in early January and will continue through June.

Paid Radio Commercials

- Radio commercials announcing South Florida Saves are currently running on multiple English and Spanish language stations. Spanish WRTO and WWFE Podorosa; English – WLYF Lite 101.5 adult contemporary, WMXJ 102.7 The Beach – classic hits, WQAM - 560AM sports talk, WKIS – country, WEDR 99 Jamz urban contemporary and WHQT – Hot 105 urban adult contemporary. Creole and additional Spanish talk (1040 AM - Actualidad) are being negotiated.
- We are also sponsoring Total Traffic Network, which gives us exposure on stations where we may not have schedules including: WBGG – Big 106, WHYI – Y100, WIOD – News, WMIA –Latin Pop - . WMIB – The Beat urban contemporary, WRTO – tropical Spanish and WZTU – Spanish top 40 with a 15-second announcement about South Florida Saves.
- Most spots run Mondays through Wednesdays during morning drive time as the potential placement times are better than fighting against retailers who often run on the weekends. We are alternating weeks when our spots run on a particular station to stretch the budget, but we will always be on at least two stations each week through June. We will update the commercials and continue to run spots driving awareness through June.

- **Value added from Radio Stations**

- All spots were produced at no charge
- Podorosa – four on air interviews
- WEDR - we have the ability to add 5 second tag to the 7 a.m. news sponsorship on a rotating basis throughout the campaign
- Audacy Stations – WLYF, WQAM, WMXJ, WKIS – 20% bonus spots will run Monday – Sunday 6 a.m. – 12 a.m.
- Total Traffic Network – 20% additional spots to run Monday – Sunday 6 a.m. – 12 a.m.

Paid Print Advertisements

- Advertisements will begin running in the next issue of Community Newspapers on Monday. The papers are Biscayne Bay, Coral Gables, Cutler Bay, Doral, Kendall and Palmetto Bay. We are running the ads twice a month through June.
- Print ads will also run later this month in Miami Today and the Miami Times. Ads will run at least once per month in these publications.

Partner Newsletter Mentions – Unpaid

- Contacted 34 municipalities in Miami-Dade County to share our program in their newsletters. TPO and Palmetto Bay have already shared the information. City of Doral, Coral Gables, Key Biscayne, Miami Beach, and Cutler Bay will share it in the coming weeks. We are working on securing commitments from others.
- IBTTA, one of our national associations, is in the process of highlighting the program and the board’s direction. This will be shared in FL and nationally.
- Turnpike is working with our team on text messages to customers. The Turnpike E.D. and I are working on this, and it remains a priority.

Agency Promotion

- All employee email signatures contain the South Florida Saves Program logo and promotion.
- When the public calls GMX by phone, they hear a message about South Florida Saves before selecting the extension they wish to reach.

GMX Website Traffic

- All messages are driving traffic to the GMX website. More than 1700 visitors have accessed information on South Florida Saves via the specific homepage on the GMX website.

Unpaid Media Placements

- Op-eds are in motion for several papers and a few more are slated over the 6-month window.