



CLIENT: FLY YKM

PROJECT: 2016 YTD MEDIA RECAP

DATE: DECEMBER 22, 2016

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MARKETING STRATEGY

Increase the amount of people flying in and out of the Yakima airport, by increasing awareness of the airport and the convenience it provides rather than the commute to Seattle for travel.

Key Messages:

- Avoid construction
- Avoid poor weather
- Start your vacation earlier
- Avoid long lines at the airport
- Prices are lower than you think

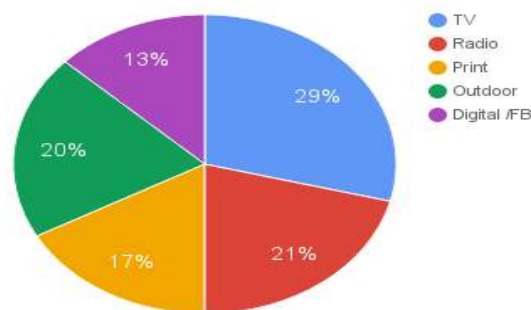
DEMOGRAPHICS

English and Spanish speaking Adults 18-54 in the Greater Yakima area.

2016 MEDIA BUDGET:

\$180,000

2016 Budget Allocation





TELEVISION - 2016 YTD MEDIA RECAP

Because passenger air travel is strong through the holidays and slows during spring and summer months, we began Q1 with an aggressive radio and television campaign to encourage flights for spring and summer. Our focus again was on cost and convenience. We also hoped for a halo effect that would carry us through the slower television viewing months of spring and summer.

TV - Q1/Q2	Total Weeks	Paid Spots	Non-Paid Spots	Total Spots	Reach	Frequency	CPM
KIMA	9	100	100	200	88,500	6.1	\$4.24
KNDO	8	350	188	538	336,700	7.7	\$27.51
KAPP	6	114	114	228	92,000		
Charter	6	600	0	600	Yakima - 59,949 Subscribers - 39.8% Penetration		
KUNW - Univision	9	92	92	184	#1 Hispanic Network in US. Local ratings unreliable.		



KIMA TV – 200 SPOTS 100 PAID / 100 NO CHARGE

BROADCAST WEEK(S) OF	NUMBER OF WEEKS	DAY(S)	TIME PERIOD	PROGRAM
Jan 4, 18	7	M-F	6:30 a - 7a	News
Feb 1, 15, 29		M-F	3p - 4p	Dr. Phil
Mar 7, 14		M-F	4p - 5p	J Judy
		M-F	6p - 6:3-p	Ac News
		M-F	6:30p - 7p	Inside E
		M - Su	5a - 5a	ROS
April 5	2	M-F	6:30 a - 7a	News
April 18		M-F	3p - 4p	Dr. Phil
		M-F	4p - 5p	J Judy
		M-F	6p - 6:3-p	News
		M-F	6:30p - 7p	Inside E
		M - Su	5a - 5a	ROS

KNDO TV – 538 SPOTS 350 PAID / 188 NO CHARGE

BROADCAST WEEK(S) OF	NUMBER OF WEEKS	DAY(S)	TIME PERIOD	PROGRAM
Jan 11, 25	6	M-F	5a - 7a	Early News ROT
Feb 8,22		M-F	5p - 6p	Yakima News
Mar 7, 21		M-F	6:30 - 8p	Wheel/Jeop
		M-Su	M-Sa 8 - 11p Su 7 - 11p	PRIME ROT
		M-F	9a - 3p	Day ROT
		M - Su	1a - 1a	ROS
April 4	2	M-F	5a - 7a	Early News ROT
April 18		M-F	5p - 6p	Yakima News
		M-F	6:30 - 8p	Wheel/Jeop
		M-Su	M-Sa 8 - 11p Su 7 - 11p	PRIME ROT
		M-F	9a - 3p	Day ROT
		M - Su	1a - 1a	ROS



KAPP TV – 228 SPOTS 114 PAID / 114 NO CHARGE

BROADCAST WEEK(S) OF	NUMBER OF WEEKS	DAY(S)	TIME PERIOD	PROGRAM
Jan 11, 25	6	M-F	7a - 9a	Good Morning America
Feb 8,22		M-F	9a - 10a	LIVE Kelly & Michael
Mar 7, 21		M-F	7 - 8p	ET/Insider ROT
		M-F	1p - 5p	DAY ROT
		M - Su	1a - 1a	NON Profit Match ROS

KUNW/UNIVISION TV – 184 SPOTS 92 PAID / 92 NO CHARGE

BROADCAST WEEK(S) OF	NUMBER OF WEEKS	DAY(S)	TIME PERIOD	PROGRAM
Jan 4, 18	7	M-F	6a - 7a	La Rosa de Guadalupe (Novela)
Feb 1, 15, 29		M-F	3p - 4p	Despierta America
Mar 7, 14		M-F	6p - 6:30p	Local News
		M-F	7p - 11p	PRIME ROT
		M - Su	5a - 5a	ROS
April 5	2	M-F	6a - 7a	La Rosa de Guadalupe (Novela)
April 18		M-F	3p - 4p	Despierta America
		M-F	6p - 6:30p	Local News
		M-F	7p - 11p	PRIME ROT
		M - Su	5a - 5a	ROS



CHARTER CABLE TV – 600 SPOTS 300 PAID / 300 NO CHARGE

BROADCAST WEEK(S) OF	NUMBER OF WEEKS	DAY(S)	TIME PERIOD	PROGRAM
Jan 4 & Jan 18	6	M-Su	4p - 12m	History
Feb 1, 15				Discov
Feb 29, Mar 14				ESPN
				ESPN Dep
				Telemun
				Travel

RADIO - 2016 YTD MEDIA RECAP

Our approach to radio advertising was to run stronger in Q1 and Q2, to encourage people to book for flights during the slower spring and summer months. Also as summer approaches, radio becomes a less reliable way of reaching consumers as they spend more time out doors, vacationing, and taking time off. We picked up radio again in the fall with everyday sales with a specialized focus on low cost of flights.

RADIO	Total Weeks	Paid Spots	Non-Paid Spots	Total Spots	Reach	Frequency	CPM
KIT, KFFM, KDBL, KATS	8	515	528	1043	149,100	22.3	\$7.51
KXDD	8	148	149	297	361,100	23.3	\$10.80
KARY	8	148	149	297	301,944	16.8	\$7.20
Bustos Media - KXLY	11	190	190	380	30,300	19.2	\$6.62
Casa Media - KLES, KMNA	8	178	168	346	Local ratings unavailable		



- RADIO YAKIMA:** KXDD, KARY – JAN 4, 18 / FEB 1, 15, 29/ MAR 14 / APR 5, 18
BONUS: 3-month Web Banner both stations
298 No Charge Spots
- TOWNSQUARE MEDIA:** KFFM, KIT - JAN 4, 18 / FEB 1, 15, 29/ MAR 14 / APR 5, 18
KATS - JAN 4, / FEB 1, 29 / APR 5, 18
KDBL - JAN 18 / FEB 15 / MAR 14 / APR 5, 18
BONUS – On air contests.
528 No Charge Spots
- CASA MEDIA:** KMNA & KLES – JAN 11, 25 / FEB 8, 22/ MAR 7, 14 / APR 5, 18
BONUS – HOURLY SPONSOR
Announcement and tag at top and bottom of hour.
168 No Charge Spots
- BUSTOS MEDIA:** KZTA - JAN 4, 11, 18 / FEB 1, 8, 15, 29/ MAR 7, 14 / APR 5, 18
190 No Charge Spots

PRINT - 2016 YTD MEDIA RECAP

68,600 TOTAL READERSHIP
\$0.27 COST PER READERSHIP
\$18,366 TOTAL SPENT

To better utilize print media at a reasonable cost, we opted to advertise in the local specialty publications rather than the daily newspaper. The specialty publications reach our specific demographic better and at a lower overall cost. These publications also retain a longer shelf live than the daily newspapers.



PRINT 2016	ADS	Delivered	
EL SOL	36	17,000 Weekly	Reaches about 33 percent of the Hispanic population – those who primarily speak Spanish at home
Yakima Magazine	5	27, 100 Printed	Total audience of 27,100 individuals. Distributed within the YHR to homes in higher demographic neighborhoods.
BOLD TYPE	4	24,500 Homes	Distributed within the Yakima Herald Republic and thus goes to 24,500 homes quarterly.

YAKIMA HERALD REPUBLIC SPECIAL PUBLICATIONS

Insertion Date	NUMBER OF WEEKS	Publication
Jan - Dec 2016 Thursdays 3x/Month	36	El Sol
May 13	1	Bold Type
Aug 19	1	Bold Type
Nov 16	1	Bold Type
Jan 7	1	Yakima Mag
March 23	1	Yakima Mag
April 20	1	Yakima Mag
May 18	1	Yakima Mag
June 22	1	Yakima Mag
Aug 24	1	Yakima Mag

BOLD TYPE – BANNER



**ENJOY
FAMILY
TIME.**



FlyYKM.COM



EL SOL AD – 1/2 PAGE

EVITE EL PASE.



Ahora ofrecen cuatro vuelos
diarios desde Yakima.

FlyYKM.com

YAKIMA MAGAZINE – JAN FULL PAGE



PASS ON THE PASSES.



Now offering
four daily flights
out of Yakima.

FlyYKM.com

OUTDOOR - 2016 YTD MEDIA RECAP

To allow for more flexibility and reduce costs, we opted for digital billboards throughout the area. This allows for multiple creative to rotate with different messages and also allows an opportunity to advertise short-term fare sales with the ability to be more responsive to posting and removing creative.

OUTDOOR 2016	ADS	MEDIA/STYLE	Impressions (52 weeks)	CPM
METRO Outdoor - W. Valley Mall Blvd / Lowe's	Daily	Permanent Bulletin/Digital	356,980	\$4.05
METRO Outdoor - E Nob Hill & S. 1st St Facing East	Daily	Permanent Bulletin/Digital	1,413,516	\$1.02
LAMAR Outdoor - Nob Hill & S. 1st St	Daily	Poster/Digital	1,249,404	\$0.98
LAMAR Outdoor - N 1st & 'I' Streets	Daily	Poster/Digital	1,925,404	\$0.64

ELECTRONIC BILLBOARDS: ALL BOARDS ROTATE FOLLOWING ADS.

Fare sale creative is inserted during fare sale promo periods

METRO	LAMAR
East Nob Hill Blvd W/O S. 1st	Nob Hill & South 1 st
W. Valley Mall Blvd E/O Longfibre Road	North 1st & "I" Streets





FACEBOOK ADVERTISING - 2016 YTD MEDIA RECAP

We believe Facebook and digital advertising is a strong tool for the Fly YKM campaign and reaching our younger audiences—millennial's in particular. Again it offers us a great deal of flexibility for changing creative for fare sales and short-term flight sales, and reaches audience wherever they are.

314,666 TOTAL IMPRESSIONS

66,596 TOTAL CLICKS

\$0.22 COST PER CLICK

\$14,313 TOTAL SPENT

YAKIMA TO
BURBANK

SALE FARES FROM
\$123 ONE WAY*
BOOK BY APRIL 11

Alaska
AIRLINES



*Valid From: Yakima. *Travel Between: 4/19/16 and 5/25/16. Advance Purchase: 21 days. Day/Time Availability: Tuesday, Wednesday, Saturday. Fare is one way. Bag fees apply for checked baggage. For more details, visit alaskaair.com.

DIGITAL - 2016 YTD MEDIA RECAP

11,108,565 TOTAL IMPRESSIONS

29,005 TOTAL CLICKS TO SITE

658 CLICKS TO BOOK A FLIGHT

188 EMAIL UPDATES/SIGN UPS

24,313 3-MIN ON SITE

17,025 3 PAGE VIEWS

\$26,665 TOTAL SPENT

We utilized AD TAXI - Magellan for digital programmatic marketing. Magellan is an exclusive algorithm that powers contextual digital display advertising. It sets up to five key point indicators to identify new audiences for our ads based on their online behaviors.

FARE SALES - 2016 YTD MEDIA RECAP

While we advertised all fare sales that matched our demographic, we did decline a few that we felt would not appear to offer incentives above some of the everyday flight sales prices. We feel the fare sales in general are a strong tool to engage new audiences—especially those who have the misconception that it is much more expensive to fly out of Yakima than to drive to Seattle directly. We supported fare sales through digital ads, digital billboards and radio:

- February: Yakima to Las Angeles
- March: Yakima to Las Vegas
- May: Yakima to San Jose
- August: Yakima to San Francisco
- December: Yakima to Salt Lake

FARE SALES – INSERTED IN ONLINE PROGRAMMATIC AND ELECTRONIC BILLBOARDS DURING FARE SALE PROMOTIONAL PERIODS. SAMPLES FROM FEBRUARY AND MARCH FARE SALES.



YAKIMA TO LAS VEGAS

SALE FARES FROM \$99* ONE WAY DEPENDING ON DESTINATION BOOK BY MARCH 7

Alaska

BOOK NOW

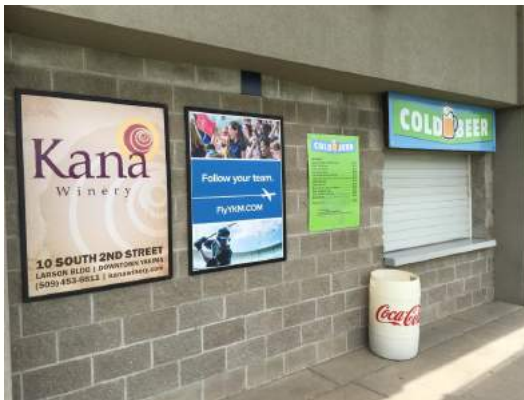
* Terms apply. See site for details.

SPONSORSHIPS: PIPPINS

Investment: \$2,845

Impressions: 41,255

CPI: \$0.07/impression



The Pippins welcomed 41,255 fans through the gates at The Orchard this summer, an average of 1,330 per night over 31 regular-season home games. The 41,255 fans this season is an increase of more than 6 percent over 2015.

Our sponsorship agreement included the following:

- 3' (w) x 4' (h) Stadium Concourse sign, paid placement next to Cold Beer stand
- 200x200 pixel Web Ad
- Video board slide/PA announcement in Top of 4th Inning

EVERYDAY SALES

The focus highlighted astonishingly low, one-way ticket prices to various cities and the attractions, events, and celebrations at those destinations. Creative consisted of live or live-recorded DJ promotions of costs for flight to specific locations on a specific date, just from regular searches of the Alaska site. These promotions were scheduled to air at the same time each week. Most were repeated twice a day on their scheduled day.



Townsquare Media - Fly Away Fridays

KATS – KDBL “The Bull” – KFFM – KIT
YTD 80 Spots 40 paid / 40 no charge

Radio Yakima – Where We Goin’ Wednesdays

KXDD – KRSE “The Hawk” – KARY “Cherry FM”
YTD 56 Spots 24 paid / 32 no charge

Bustos Media – Fly! Don’t Ride

KZTA – Live Interviews and live read segments
YTD 48 Spots 24 paid / 24 no charge

YTD YAKIMA AIRPORT REPORTING

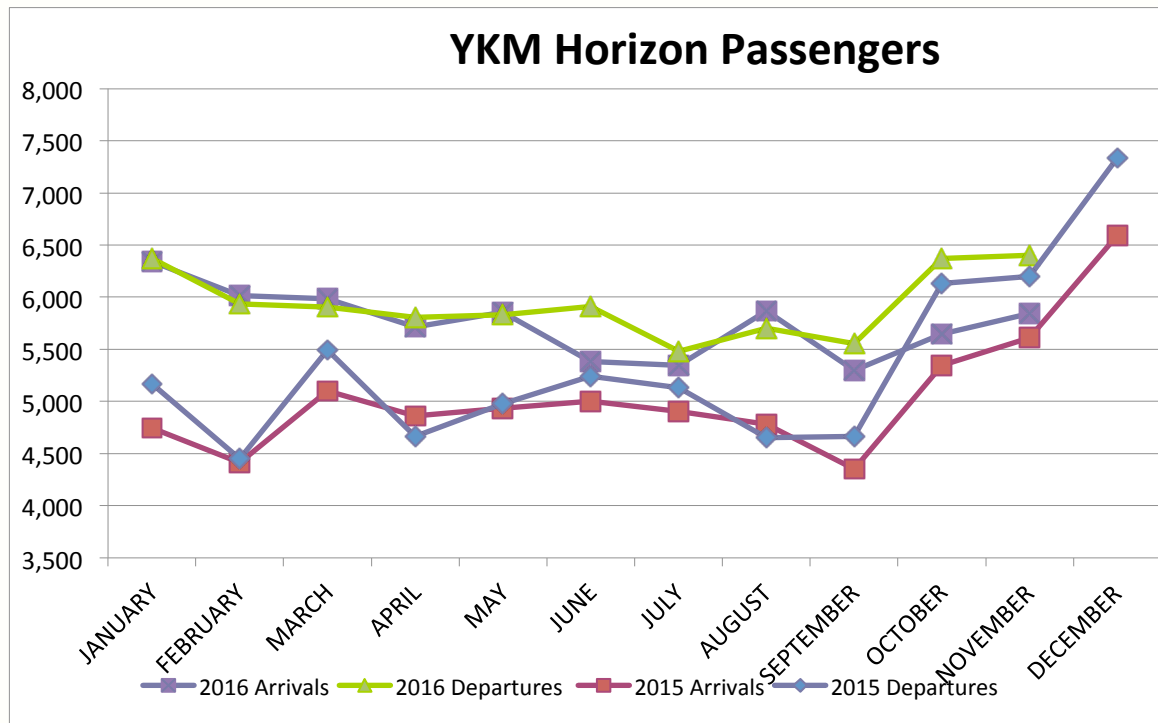
YTD November 2016 Arrivals

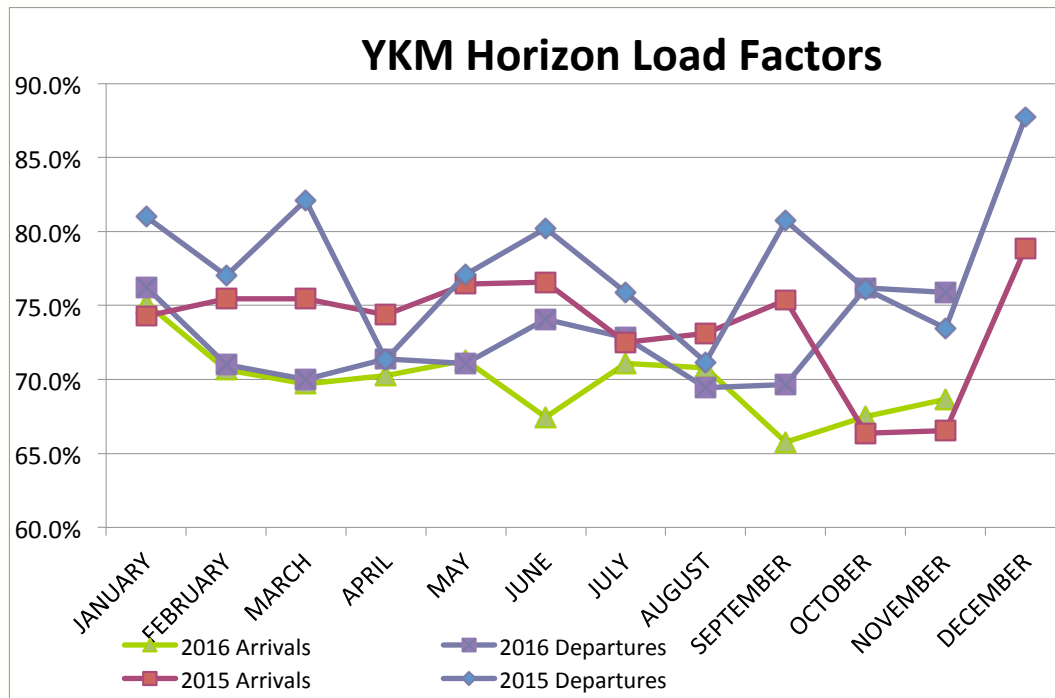
Horizon: 63,294
Charters: 876
TOTAL: 64,170
Horizon Load Factor: 70%

YTD November 2016 Departures

Horizon: 65,270
Charters: 997
TOTAL: 66,267
Horizon load factor: 72%

In October 2015, Alaska added a forth flight to the Yakima airport. Because of the increase in capacity, load factors in 2016 were decreased from 2015, however have been steadily increasing. The number of passengers flying in and out of Yakima, however, has remained higher than 2015 totals.





SUMMARY

The Yakima airport load factors impacted by the addition of the forth flight in 2015 have continued to grow in 2016. Our goal in 2017 is to reach load factors of 75% for both inbound and outbound flights. We believe the advertising has had a positive impact on the increase in passenger flights—especially the Fare Sale and Everyday Sale campaigns. We intend to increase the Everyday Sales through Q1/Q2 2017. We will continue messaging cost, and convenience, though we'll be adding in messaging regarding the Virgin merger and remaining consistent with Alaska's corporate messaging. We will shift our digital advertising strategy to target clicks rather than conversions. We also plan to open the criteria to serve ads to individuals that may have already made clicks or conversions—currently we've limited that capability, but with the smaller geographical area, our success is in repeat customers. We believe the Fly YKM brand has grown and provides us better value for our advertising dollars, which will allow us to use our current budget more strategically in the coming year.