



Target Audience:
Adventure Seekers / Outdoors
Adults 25+ with Household Incomes \$80,000+

DMA	TARGETED DISPLAY
Orlando/Daytona Bch/Melbourne	\$2,000 <i>IMPS: 200,000</i>
Tampa/ St Petersburg	\$2,000 <i>IMPS: 200,000</i>
Jacksonville/ Brunswick	\$2,000 <i>IMPS: 200,000</i>
Miami/ Ft Lauderdale	\$2,000 <i>IMPS: 200,000</i>
Tallahassee/ Thomasville	\$2,000 <i>IMPS: 200,000</i>
2 month Total:	\$10,000 1 Million Impressions

FLIGHT 1: June 1st 2025-July 30th 2025

Target Audience:
Adults 35+ with School-Aged Children
With Household Incomes \$80,000+

DMA	TARGETED DISPLAY
Orlando/Daytona Bch/Melbourne	\$3,000 <i>IMPS: 300,000</i>
Tampa/ St Petersburg	\$3,000 <i>IMPS: 300,000</i>
Jacksonville/ Brunswick	\$3,000 <i>IMPS: 300,000</i>
Miami/ Ft Lauderdale	\$3,000 <i>IMPS: 300,000</i>
Tallahassee/ Thomasville	\$3,000 <i>IMPS: 300,000</i>
3 month Total:	\$15,000 1.5 Million Impressions

FLIGHT 1: May 1st 2025-July 30th 2025

Target Audience:
Adults 35+ with Household Incomes \$80,000+

DMA	Social Lead Generation
Orlando/Daytona Bch/Melbourne	\$6,000 <i>IMPS: 120,000</i>
Tampa/ St Petersburg	\$6,000 <i>IMPS: 120,000</i>
Jacksonville/ Brunswick	\$6,000 <i>IMPS: 120,000</i>
Miami/ Ft Lauderdale	\$6,000 <i>IMPS: 120,000</i>
Tallahassee/ Thomasville	\$4,000 <i>IMPS: 80,000</i>
2 month Total:	\$28,000 560K Impressions

FLIGHT 1: June 1st 2025-July 30th 2025

**Total Investment:
\$53,000**