

2021/22 OVERVIEW

MEDIA PLAN

Advertising Type: Campaign

Client: Infrastruct Trsp Reg Dev Comm

Master Product (Master Job Name): Online Safety Campaign

Product (Campaign/Job Name): Online Safety Campaign

Dev Comm Client Code: ITDAGC

Product Code: ONLSAF

Target Audience (Planning): Women 13-34, Parents 35-54
Target Audience (Buying): Women 13-34, Parents 35-54

Client Contact: Allanah Brookhouse

UM Contact: Emma Wood

Plan No./Date: V6 - 15.02.2022

C&S Plan No./Date: V5 - 08.02.2022

Status :	PRE-PLANNED	PLANNED	APPROVED					
	BOOKED	LOADED	COMPLETE					

	Schedule Name (Job Number): 22CITDONLS	AF				U	M Contact: Emma Wo	ood				BOOKED		LOADED		COMPLETE
Media	Comments	July	August	September 22 29 5 12 19	Octob		vember Dece		January	February	March		April	Ma		June
		4 11 16 25	1 6 15 4	22 29 5 12 19	26 3 10 17	24 31 7 14	21 26 5 12	19 20 2	9 16 23 30	6 13 20 21	6 13 20	21 3 10	17 24	1 0 1	22 29	5 12 19
OVERALL CAMPAIGN FLIGHTING									X	X X X X	X X X	X X X	X X	X X X	X X	X X X
TELEVISION									30.8	30.8 30.8 30.8			شش	<u> </u>		
elevision National - Commissionable									X	X X X					$\overline{}$	
elevision Metropolitan - Commissionable									X	x x x						
elevision Regional - Commissionable									X	x x x						
OUT OF HOME																
lational Large and Small Format - Commissionable									X	X X X					$\overline{}$	
NGITAL																
Digital Video - Non-Commissionable									X	X X X X	X X X	X X X	X X	X X >	X X	X X X
isplay - Non-Commissionable									X		x x x	x x x	X X		xx	
ocial - Non-Commissionable									X		x x x	x x x	X X		xx	
earch - Non-Commissionable									X		x x x	x x x	X X		xx	
Mobile - Non-Commissionable									×		x x x	x x x	X X		XX	
ALD																
CALD Television National - Commissionable									X	X X X						
ALD Digital Video - Non-Commissionable									×	x x x x	X X X	X X X	XX	X X >	XX	X X X
ALD Social - Commissionable									×							
ALD Social - Non-Commissionable									×		X X X	X X X	XX	X X >	XX	X X X
IDIGENOUS																
ndigenous Television National - Commissionable									X	X X X						
ndigenous Radio - Commissionable									X	X						
ndigenous Digital Video - Commissionable										ХХ	X X X	X X X	X X	X X >	X X	X X X
ndigenous Display - Commissionable										XX	x x x	x x x	X X		x x	
ndigenous Social - Non-Commissionable									X	X X X X	X X X	X X X	X X		XX	
formation contained in this plan is confidential. UM confirms the	at the MEDIA plan is free of undisclosed conflicts of interest.	•										•	Office	Use Only		
			Campaign Goals									Campaign Assessment Due			ent Due Date:	
			Television	Digital	Print	Radio	ООН	Cinema	TOTAL							
			1+ 35%	1+ 82%	1+	1+	1+ 43%	1+	1+ 92%							
			3+ 15%	3+ 61%	2+	2+	3+ 31%	2+	3+ 70%							