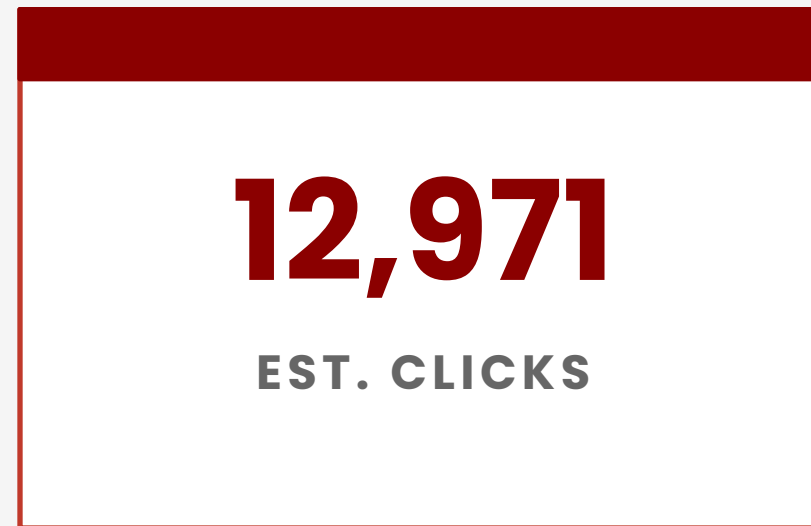
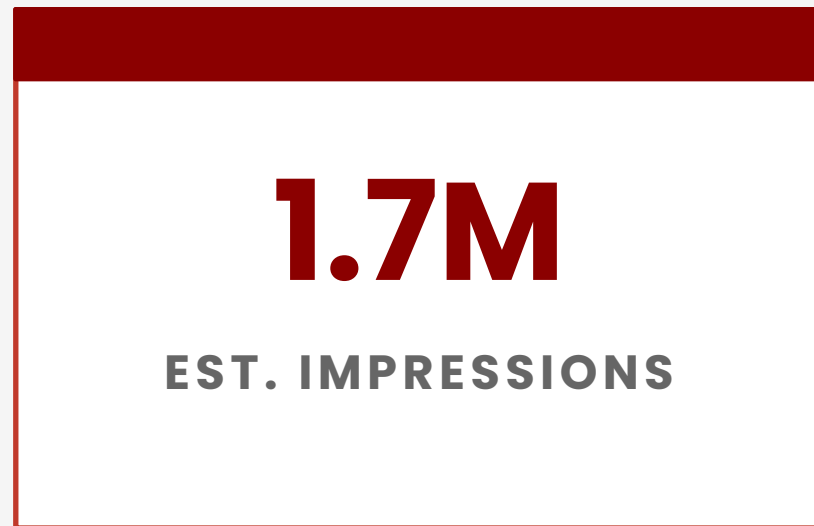
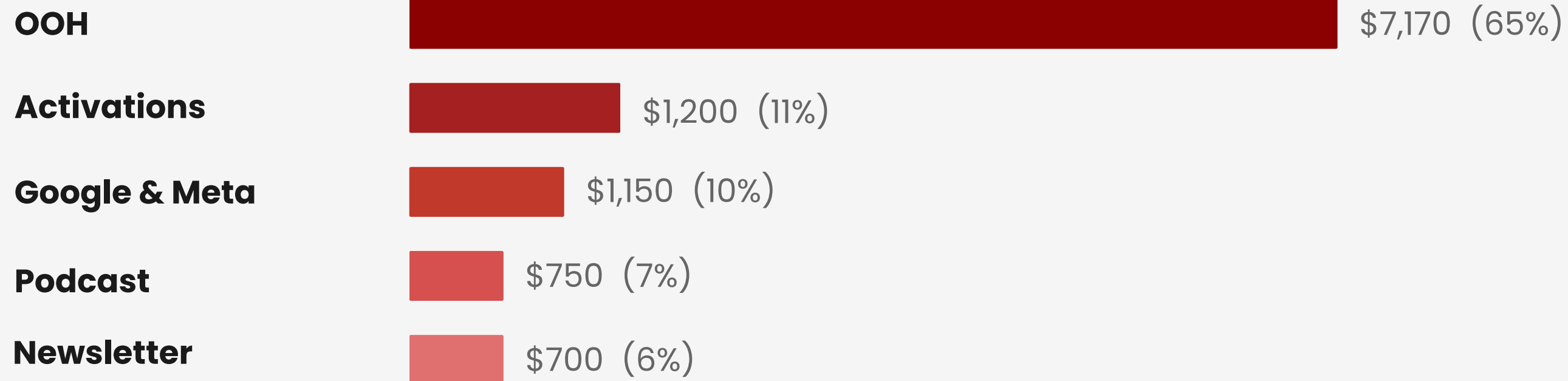


PAID MEDIA PLAN

Heart of a Champion · Boulder, CO · Summer 2026 · Goal: ≥10 New Members



BUDGET ALLOCATION



Different Paths

Spend Scenarios · Summer 2026		BOOTSTRAP · \$770			MID LEVEL · \$3,920			FULL PUSH · \$11,170		
Channel	Placement / Description	Budget (\$)	Impressions	Clicks	Budget (\$)	Impressions	Clicks	Budget (\$)	Impressions	Clicks
Google & Meta	Google Ads – Brand Keywords	\$300	7,800	625	\$500	7,800	625	\$450	7,800	625
Google & Meta	Google Ads – Non-Brand Keywords	—	—	—	\$500	5,350	214	\$100	5,350	214
Google & Meta	Meta Instagram – Awareness	\$200	95,000	600	\$300	95,000	600	\$300	95,000	600
Google & Meta	Meta Instagram – Retargeting	—	—	—	\$300	95,000	1,000	\$300	95,000	1,000
OOH	Stickers	\$170	1,000	50	\$170	1,000	50	\$170	1,000	50
OOH	RTD Bus Wrap	—	—	—	—	—	—	\$7,000	1,500,000	10,000
Newsletter	The Boulder Lifestyle	—	—	—	\$750	300	150	\$750	300	150
Podcast / Audio	Pre-Roll – Boulder Boys	\$300	15,000	100	—	15,000	100	\$300	15,000	100
Podcast / Audio	Mid-Roll – Boulder Boys	—	—	—	\$400	13,333	120	\$400	13,333	120
Activations	HOC Home Run (free)	-	100	10	-	100	10	-	100	10
Activations	Portal Thermalculture (free)	-	20	2	-	20	2	-	20	2
Activations	Band on the Rocks	—	—	—	\$1,200	2,000	100	\$1,200	2,000	100
TOTAL		\$970	118,920	1,387	\$4,120	234,903	2,971	\$10,970	1,734,903	12,971
		Bootstrap · \$970			MID LEVEL · \$4,120			FULL PUSH · \$10,970		
		Essentials only · lowest risk Min viable media presence			Core channels active · balanced reach + cost efficiency			All channels · maximum reach and brand saturation		

CHANNEL STRATEGY

Google & Meta

\$550

budget

203,150 impr.

2,439 clicks

Brand keywords, non-brand, Google Ads.
June – Aug.

OOH

\$7,170

budget

1,501,000 impr.

10,050 clicks

RTD Bus Wrap, Posters. HOC branded stickers
June–Aug.

Activations

\$1,200

budget

2,120 impr.

112 clicks

HOC Home Run, Portal Thermalculture , Band
on the Bricks.

Newsletter

\$750

budget

300 impr.

150 clicks

Sponsored story in The Boulder Lifestyle –
HOC Home Run feature.

Podcast / Audio

\$700

budget

28,333 impr.

220 clicks

Boulder Boys + Out There Colorado. Pre-roll
+ mid-roll ads in June.

Paid Social

\$600

budget

190,000 impr.

1,600 clicks

Instagram awareness + retargeting. \$200
each. June – August.

Media Timeline

	June 2026 \$1,724	July 2026 \$8,774	August 2026 \$422	
Google & Meta	█	█	█	Always-on
OOH – Bus Wrap	▒	█	▒	July 7
OOH – Stickers	█	█	█	Jun – Aug
Newsletter	▒	█	▒	July 30
Podcast / Audio	█	▒	▒	June only
HOC Home Run	█	▒	▒	June 15
Portal Thermal	▒	█	▒	July 18
Band on Bricks	█	█	▒	Jun 10–Jul 29

KPI BENCHMARKS

\$0.80
Brand CPC
Google

\$7.00
Instagram CPM
Meta

2 – 3%
Newsletter CTR
Email

\$18–\$25 CPM
Podcast Pre-Roll
Audio

\$4.67
Bus Wrap CPM
OOH

Full Media Plan